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Lucky Strike

Surpasses all other everbearing strawberries. The plants fruit on both old and new runners from early spring until late in the fall. Fruit the largest, and quality the best, of all the everbearing sorts. An Ideal plant maker. Plants large, strong and healthy with a tremendous root system. More productive both on new and old plants than any other variety. 148 berries were counted on one mother plant at one time, during September. At the same time this plant had mothered at least 50 new runner plants—that nearly all were fruiting at the time. Two quarts of berries were picked from this hill at one picking. Price: $1.00 each, by mail, postpaid.

INDEXED

2-11-18

TOWNSEND'S 20TH CENTURY ·CATALOGUE·

NUMBER 28

INDEXED

1918 Strawberries and How to Grow Them

E. W. TOWNSEND, SALISBURY, MD.

Lucky Strike Strawberry.

Lucky Strike

Lucky Strike is a chance seedling—parentage unknown. This is the variety that we have all been looking for and we have named it the Lucky Strike. While we have been growing the everbearing varieties as fast as they have been introduced, from the Pan-American up. In the Lucky Strike we have found the everbearing variety without a fault. We had expected that some day someone would find a better everbearer than the Progressive, but we did not expect to find it so soon. Nor did we expect to find one that would surpass the Progressive, by so many good points as the Lucky Strike has done.

We have succeeded in growing about 5,000 of the Lucky Strike plants this season. We will keep 4,000 of these plants for propagation, and offer the remainder to anyone who may be interested in the BEST everbearing strawberry yet found. The price of the Lucky Strike will be $1.00 each. Not more than 25 plants sold to any one person. And it is our intention to keep the price at this figure for the next three years, giving the customers that buy of us now a chance to make their money back several times by propagating plants for sale. We want it fully understood that there is no fake in any way, shape, or form, regarding the introduction of the Lucky Strike. That we consider it to excel all other everbearing varieties, in every way, shape, and form, is but putting it mildly. We give here a few of its good points—our description will be more complete another year. In plant growth, the Lucky Strike has never been equaled by any other everbearing variety. Plants large, stalky, without a blemish, and makes an abundance of them. Color of plants dark leathery green.

As the new runner plant forms, the fruit bud starts to open and by time plant is rooted the fruit is showing, and we have counted six to eight berries of extra large size on one new runner plant when the plant was not over four weeks old. On one mother plant, the writer counted September 1st, one hundred and forty-eight green and ripe berries. This was a strong robust plant that had produced at least fifty new runner plants this season, nearly every one of which were bearing fruit at the time. Size of the fruit is the largest of the everbearing yet seen. Color rich dark red to the center, firm, and quality good enough for a King. If there is any good point lacking I have yet to notice it. While the price may seem high that we have placed on it, we consider this the greatest bargain that we have ever offered to our customers, and we assure you that you will find it so.

THREE POINTS TO REMEMBER ABOUT TOWNSEND SERVICE.

CAUTION—When agents claim to sell Townsend's Thoroughbred Plants, make them show their credentials. We sell our plants direct to the growers, our catalogue being our only salesman. If one of our own men happens to visit you he will have the proper credentials.

BEGIN IN TIME—Begin your planning for spring plantings in time to go thoroughly into the matter. Take up the matter with your nurseryman as early as you get his catalogue. Tell him the acres you intend to plant. Tell him in a frank way just what you are thinking about doing and nine cases out of ten he will be able to greatly help you in your planning, and in the selecting of your varieties. We ask you to let us help you.

OUR SERVICE does not stop when we ship your order. We are still here to help you in any way we can to grow and market your crop. No matter where you live, we may be able to help you, and our service is gratis.

The Townsend Plant Farms

Situated in the garden spot of the world—the Eastern "Sho" of Maryland. About half way between the Atlantic Ocean, and the Chesapeake bay.

O OTHER SPOT on earth is as well situated for the growing of healthy nursery stock. In the summer we get the moist breezes that keep our stock growing free from diseases. Nine months of the year our nursery stock grows and the other three months are mild enough that we do not need to mulch our growing plants or to cellar our other stock, as is so necessary in the Northern states.

Some catalog writers try to tell us that it is necessary in order to grow hardy nursery stock to seek a Northern latitude. Never was anything further from the truth than this statement. A plant that has to be mulched to keep from freezing during the severe winter months becomes tender and brittle, and will not stand the handling and shipping that plants grown in our climate will. Growers from all sections of the country have found this to be true, and today there is more nursery stock being shipped from the Eastern Sho' of Maryland than from any other section of the world.

There must be a reason: That the Eastern nurseries are getting the business. It is not what the Northern writer tells you, nor is it what the Eastern Shoreman tells you, that is convincing evidence. But the fact of the matter is this—thousands of fruit growers from all parts of the country have tested both Northern and Eastern Sho' of Maryland plants, and have found out the facts. That the Eastern Sho' nurseries are getting the business is the verdict.

Well—our nurseries are situated on this Eastern Sho'. Our grandfathers, and their great great grandfathers, were born here. We have been brought up on this soil, that we love so well. We know how to handle our soil so that it will produce. Not as good, but the **best** plants that it is possible to grow. We have given this subject our life work. We likewise expect our sons, and grandsons, to follow us. Not only as growers, but as leaders, in the growing of plants and nursery stock.

The time has passed when anything called plants and seeds can be sold the American farmer. They now want the best in everything —plants, seeds, live stock, machinery, and every product they handle. They have found that the best is none too good, and that the best is always the cheapest in the end.

Our aim has always been, to grow the best plants possible for our trade, and to make our prices as low as possible, with just a living profit between the cost of production and our prices to our customers. For the past two years our labor problem has been fierce, 1917 being the limit. Hundreds of our best farm laborers have left us, either to join the colors, or to work in the ammunition factories in the cities. We are now paying nearly three times our former prices, not only for farm labor but everything that enters into the production of our crops.

Of course, this is no new story to our customers. Labor troubles and high prices are felt all over the world at this time, and we all have nothing else to do but make the best of it.

It is our hope that before it is time that we shall write another catalog this horrible war will have passed and we may once more be enjoying peace with all the world.

We shall continue to grow the best plants it is possible for us to grow for you, and to charge you only a small living profit above our cost of production and other legitimate expenses. As soon as the times become normal again we shall so soon lower our prices. It is now up to our customers to plant only the best stock of plants and seeds as they have never done before, and grow the largest crops possible, and reap the high prices that are bound to be paid for all farm products. It costs no more to grow an acre of strawberries that produce 10,000 quarts than it does to grow an acre that produces only 3,000. You will no doubt find that all growers of plants will be advancing the prices this season. Many did this the past season. We sold millions of plants at wholesale to plant growers who sold the plants again at three times the price we catalogued our plants at. We are among the few growers that grow the plants we sell. Many dealers get out a large catalog, well written and illustrated, and charge two prices for the stock they list, and could not tell you the difference between a perfect and an imperfect blossom. These dealers have no way of knowing that they are selling you the genuine article that you are paying for, and according to reports that come to our office many do not care.

We are in the business to stay. We must tote fair or lose your business. Even if we had no disposition to be honest, we could not afford to be anything else. A satisfied customer is our best asset, and we trace our great increase in business every year to this fact.

Townsend's Plants are known the country over wherever strawberries are grown as a household word. Thousands of letters reach us from people whom we never heard of before, stating that their neighbor had recommended Townsend's plants so highly they wanted to give them a trial. We fail to find words to express our gratitude to our friends who have stood by us and recommended us to their friends, and the only way we know to repay them for all this kindness is to stick that much closer to the job and try to produce a still better product for them.

We believe that we will be able to give a dollar's worth of satisfaction this season to every one who sends us a dollar.

We have discarded again from our long list of varieties, trying to keep our list up to date in every way, and have added some wonderful varieties to our list of good ones, especially in the everbearing varieties. As usual, we are making a specialty of the everbearing strawberries.

We were compelled to cut our acreage in plants about one-fourth owing to shortage in help in growing, and fearing that we would be unable to get good labor to dig and pack our crop. We would rather fill one hundred orders right than ten thousand wrong. We promise you our best efforts, and believe that we shall continue to please you.

And again we solicit your orders.

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Growing and Marketing Strawberries

There are two distinct features in the Strawberry business.

First—The crop is to be grown. Not any sort of a crop, but a crop of the highest order must be grown if the grower is to get the full benefits from his labor. In the first place, the right kind of soil is necessary, but not so much the soil as the condition of the soil. A very great amount of humus is necessary in any kind of soil to grow the best crop. If the land is new (just been cleared) there usually remains sufficient humus to grow one good crop of strawberries. If it is not new land, a sufficient amount of stable manure, spread upon the land, preferably in the fall and plowed under, and again plowed in the spring, and thoroughly worked to pieces, is an ideal way to start.

Second—If the stable manure is not at hand, such crops as clover, vetch, alfalfa, cow peas, may be grown and plowed under during the fall and again in the spring, thoroughly disced, and cut to pieces (not advisable to replow in spring when a heavy growth has been turned under). When the soil has been prepared in this manner, there is little doubt about the crop, if proper cultivation is given during the growing season. For land that is full of humus, and properly worked up to a fine seed bed, will stand any amount of either drought or rain.

Next in order for the crop come the plants, that are to do a very great part of the work in building up the big crop of berries, if such is to be expected. Not any kind of plants can be used, any more than any sort of soil. High quality fruitful plants are the only kind that can be depended upon to grow this big crop.

Nor will the best plants give the best results if allowed to grow in their own way. It is a usual thing with most varieties of strawberries that if the soil is made rich enough to grow a big crop under favorable conditions, if left to themselves they will cover the earth with a surplus lot of runner plants that if allowed to remain will produce only small, trashy fruit.

Our plan of setting a field to strawberries is this: That the rows should be thirty inches apart, plants set fifteen inches in the row; that they be cultivated with a horse cultivator one way and with a wheel hoe the fifteen inch way. That all surplus runners should be taken off and the plants allowed to stool. It will take about 15,000 plants to set an acre in this way, and when the proper plants are set and properly cultivated, the yield should never be under 15,000 quarts per acre, and the fruit is worth at least twice as much per quart as when grown in matted rows that are smothered up with a mass of small, barren plants.

Let us figure that we have three times the average crop of berries and that the price will be twice as much per quart, and a ready sale. You thus have six acres in one. You have only manured and cultivated one acre. Will not figure it out in dollars and cents, but leave it to our reader to figure this out in his own way. You ask yourself, probably, if not used to growing strawberries in the check row or hill system, is not the keeping off of all runners a task? We answer, yes, it is some task, but this task is the greatest of the hoe work, as when a cultivation can be given each way there remains but little grass to be hoed, and the only task for the hoe man is to simply cut the runners off. This may be done about every two weeks, and later in the season fewer runners make as the plant is fast building up a tremendous crown system that greatly enlarges the mother plant and the desire to make runners freely is lost to the great amount of fruit crowns.

At the end of the growing season the plants will fully meet the fifteen inch way, and leave but a narrow space the 30 inch way. All blossoms should be cut off the standard varieties in June, and if the field is everbearing varieties, they should be kept off until July or July 15th. We are asked many times the question as to manuring strawberry plants during the summer and fall. Our reply is that it will do no harm and probably a great deal of good to sprinkle between the rows wood ashes, rotten manure of any sort, or fertilizer. In this page we have tried to make the growing of fancy strawberries plain to our customers. If they care to try this method they will soon be the richer and will quit doubting their fellow growers that report their yields of 15,000 quarts and up per acre. I had rather have one acre grown right than have five acres grown themselves, writes Mr. Bailey, of Indiana.

Hundreds of our customers have grown their crops in this way for years and will think of no other system. We have never before come out in earnest for this method, but we are now fully convinced that this is really the best and most profitable way to grow strawberries. When a crop of fancy, high-colored and fine-flavored strawberries is grown they are in a word sold. For there is never a time when big fancy red strawberries will not sell themselves. In this method the roots or the plants are not crowded, each plant gets sufficient moisture, and the roots have room to feed from the soil. The fruit has a chance to get the air and sun that are so important in making a high colored and high flavored berry.

We desire all our customers to be the leaders in their communities and it is only in growing their crops under the best scientific manner that this can be done. We may give you the best plant that it is possible to grow, and you can starve it to death as quickly as you can a pig by putting the pig in a pen and not feeding him at all. Plants, the very best plants, must be fed and cultivated in the best manner if they must produce the great crops, the paying crops.

The next method of setting plants that we have tried is the narrow matted row. While fancy berries can be grown in this way, neither the quantity nor the quality can be grown under this method. For a narrow matted row we advise setting plants thirty inches in the row, with rows thirty inches wide, allowing sufficient plants to make to form a bed not over ten inches wide, allowing the first plants that make to set, and with a runner cutter attachment to the cultivator cut all surplus runners that come in the row. This way is far better than the wide matted rows that are seen so much, that look like nursery rows.

Growing strawberries is an easy and cheerful business, when one loves his work. No other crops like fruit will produce so quickly as the strawberry, especially the everbearing that are paying you back ten-fold in a few months after being set in the field. The second crop from the strawberries is grown at a very small cost, as there is not much cultivation or hoeing required, and the crop often is heavier than the first crop.

Marketing the Crop

Every section of the country has its own conditions, and not much advice can be given along this line except to advise that there is nothing so good as packing the berries in the best possible manner, as it is appearance that sells an article of any kind. John Jones' name soon becomes known, if he has a good article to sell. The buyers are hunting Jones, not Jones hunting a buyer.

Our Reputation is Back of Every Plant We Sell

Most of the old strawberry growers have for some time noticed the very great difference in the fruiting quality of strawberry plants, of the standard varieties, and they are now up-to-date in buying their plants from men who know their business in how to grow the best selected plants. There are a few plant growers who know nothing and say nothing about quality plants, except to say that their plants are as good as grown and anyone who claims thoroughbred or pedigreed plants is only a humbug.

We have never made half the claims ourselves about our plants that we grow for our customers, that our customers have made about them. That we are pleasing them is sufficient for us. If we were to claim that our plants were the only good quality plants grown we would be wrong, and were we to say that our plants were on a level with the average plants sold we would be equally as wrong. So we make neither claim, and allow our customers who buy of us to be the judges.

Our plants are as fully selected each year as it is possible to get them; our methods can not be improved upon that we know. From the time plants are set in the fields until they are packed for shipment everything is done to make them the highest standard.

It costs us many times as much to grow and prepare for shipment a thousand plants as it does the average plant grower. You ask why? Our reply is that the higher bred a plant is the fewer runners it will make in the first place. A plant that has no fruiting qualities more than the wild plant will grow on the ditch bank, without any cultivation, and if allowed any chance will cover the ground with its non-fruitful plants that are worthless for anything except to make worthless plants for the growers who care for nothing else, so it is a plant. There is no may be so about this fact. And a great many plant men know this as well as we do. But these few expect to get through on cheapness; there are always a few people who care nothing for quality, only bargain hunters, just so the article is cheap in name.

Regarding Everbearing Varieties

Everbearing varieties will never be sold very cheap in price, unless they are bought from growers who let them fruit all summer and fall, getting the crop of berries, and then sell the plants. Where this is done they can be sold very cheap, in fact, should be sold very cheap, for they are indeed very cheap stock. It is known that a spring variety that is allowed to fruit on the young plant in early spring after being set out becomes almost worthless and a weakling and never amounts to very much. How much worse is the everbearing plant that is allowed to fruit the whole summer and fall, sending out the weakest kind of an offspring; in fact, I have seen them die in the middle of the summer with exhaustion from their loads of fruit and young weakling plants tied to them. This is the sort of everbearing plants that our customers write us about, that never amounted to anything, and if all the everbearers were like those they did not care for any more. There has been a great demand for the everbearing plants since they were introduced ten years ago, and for this reason there has always been someone to buy anything called an everbearer. But this method has discouraged a lot of folks, and caused disappointment after disappointment. The true best varieties of everbearing strawberries are the highest keynote among the strawberry family. They are truly a Godsend to the world, and should not be treated in the manner they have been.

A Thoroughbred Progressive Plant in Full Fruit.

Everbearing Strawberries

For the first time in writing our catalog, we begin with the everbearing varieties. We did this for a purpose.

In filling our thousands of orders the past season we find that over ninety per cent of our customers were interested in the everbearing strawberries. Nearly every postal card asking for our catalog would mention the everbearing strawberries in the beginning. This plainly shows that the American people are fully interested in the wonderful production of this new race of small fruit.

And we must say here especially is this true with our women customers. But we will speak of this further along in the book as we have promised.

While we have added some remarkable varieties of everbearing strawberries to our list this season, we shall continue to head the list with the Progressive, and give only short descriptions of all varieties. If any one wishes to know more about them than we say read the testimonials. Progressive, while a leader in most sections, is not considered best everywhere.

Progressive

Introduced 1912, by Harlow Rockhill, Iowa, crossed by Pan-American and Senator Dunlap. Berry medium in size, greatly resembling its parent the Dunlap, in size, color, and appearance. In flavor, it surpasses the Dunlap. Wonderfully productive in fruit and will make a good bed of plants with proper attention. Plants set out in Spring begin to bloom and fruit in a few weeks after setting plants, and continue the fruiting, until ground is hard frozen the coming fall. The young layer plants begin to fruit as fast as they form and by September where a matted row is desired the bed is entirely covered with ripe berries, green berries and blossoms. Where the matted row is allowed the size of fruit is greatly reduced, and we recommend the hill culture for all everbearing strawberries. Many of our customers have reported one quart of berries picked from each plant the first season plants were set, under the hill system, and berries are much larger and sell for two to three times as much as small berries. While the everbearing varieties in the far South have not taken so well as in other sections, we have had better reports from the Progressive from the South than any other variety As to culture, give same attention as to other standard varieties, except keep early blossoms off a little longer; the longer the fruiting is put off the stronger plant you get to bear the main crop. There is no way to keep them from bearing fruit, as one of our Arkansas cus-

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GROWING AND MARKETING—Continued.

It costs us hundreds and hundreds of dollars every year to grow and keep the blossoms and fruit from our everbearing plants from May 1st until November. We keep a large force steadily at work keeping off the blossoms so that the plants can keep full of vigor and retain all their high fruiting quality for the succeeding years. We of course get more plants from the everbearing by doing this work, and we get a much better and stronger plant in every way. Every plant gives satisfaction. It is full of life and ready to grow and bear the big crops that we hear so much about, when we send them out. We are rewarded many times for our work, for once our plants are sold in a vicinity we begin at once to build a trade there which has no end. People are led to believe through sight more than any other way, and it is this fact alone that has caused the demand today for better plants and better seeds. It is hard to understand unless you have seen with your own eyes. Our customers know that our plants are cheap at our prices; they bear out all we say and more. Were we to charge twice the amount we do for our plants we could get it every year from our customers. They have tried them side by side with the highest and the lowest; they know which is cheapest. It is only for the one who has not yet grown our plants that we write.

PROGRESSIVE—Continued

tomers says, unless you sit by the plant night and day and keep picking off blossoms.

No matter where you live, whether you own a thousand acre ranch, or a city lot, we recommend at least a bed of Progressive for the family use; nothing that can be planted will prove as profitable, or as pleasing to the family. Note: Don't miss reading the letters from our customers regarding Progressive.

Easton, Pa., April 3rd.

Mr. Townsend,

Dear Sir—Just a word of praise along with this order. Last year I ordered some Progressive plants from you. I received the plants in fine shape on May 12th, four days after placing my order. On opening the box I found many plants in bloom, all healthy strong plants. I planted them May 12th and on May 27th I picked the first ripe berries—this is a fact—and further I want to say that it pays to order plants from Townsend for he has the goods.

COLLINS TRITTEN.

Note—Yes, Townsend sure has the goods—if we do not please you it is not our fault. We do our very level best on every order sent to us. We want to beat the other fellows all the time, if possible, and let our friends do most of the bragging.

Michigan, June 1st, '17.

Dear Mr. Townsend—The 5000 everbearing plants you shipped us are every plant growing. We counted our patch after being set out, we set them in rows 15x30, and find that you sent us instead of 5000 plants, 5400. This is sure some good count as you always promise. We do not see how you give such count when you never put in a single bad plant. Plants we have been used to we have to throw away a great many that are too small. We call no name, but your plants are head, neck, and shoulders ahead of any plants grown in this state. Townsend's plants and Townsend service is good enough for me. With love to all,

H. H. W.

Peerless

Called the thousand dollar variety. Introduced by Samuel Cooper, New York. Mr. Cooper claims the Peerless to be better than the Superb, being more vigorous and more productive, of larger fruit and fully equal to Superb in quality. This is speaking very well for Peerless. We have only tried it on our grounds this year, have grown a fine bed of plants—and some very fine fruit where we left a few plants to fruit. We counted fifty-six berries on one plant that would have filled a quart cup, and we considered the quality very fine—color bright red and seemed to be firm. Plants strong growers and very stalky. We recommend this one for a trial and shall be pleased to have reports from our customers everywhere. **Price, $3.00 per 100, $2.00 for 50, $1.25 for 25.**

Arizona

Originated Phoenix, Ariz., chance seedling, supposedly of Jessie and Gandy, in about 1890. Berry is medium round, conical; light scarlet, flesh light red; mild sub-acid. Makes plants freely, widely planted in the West and all irrigated sections of the country—especially California and Arizona. **Price: $3.00 per 100, $2.00 for 50, $1.25 for 25.**

Hillsboro County, Fla.

Mr. E. W. Townsend,

Dear Sir—I received the 3000 plants that I ordered from you in good shape and set them out in the beginning of the worst drought I have ever seen and in new land. But they lived the best I ever saw and are looking fine. I lost one plant and one plant only. I am well pleased and recommend you to others.

As ever,

Yours for business,

F. M. BARTLETT.

Peerless Strawberry.

Ideal

Another one of Samuel Cooper's introductions, and from what we have seen we believe that the Ideal will equal the Peerless; we have them growing side by side. The Ideal seems to be fruiting more on the young plants than any variety that I have seen except the Progressive; fruit is not quite as large as Peerless, but considering the showing of fruit made this season we feel like recommending it for trial. The flavor is fine enough for a king, and I am sure the fruit would be firm enough to make a good shipping berry. Makes fine growth of plants, without a blemish of any kind. Don't miss this. Same price as Peerless. **$3.00 per 100, $2.00 for 50; $1.25 for 25.**

Ideal Strawberries.

King (of the Autumn)

Introduced by E. W. Townsend, 1913, cross between the Autumn, E-B, and the Chesapeake. The King greatly resembles the Chesapeake in fruit, being about same size, in color a little brighter red. All who have grown the King claim it to be the largest and finest flavored of any of the everbearing varieties tested. Moderately productive as grown on our grounds, but our customers make great claims as to productiveness, especially in the farther North, and even in Delaware and New Jersey. All experiment stations are recommending it very highly, and we predict a great demand for the plants. We have never had very many plants to offer, and our supply is still limited this season. We left about 100 plants to see the fruit on Spring crop this season, and with one exception it was the finest berry in the trial plot—size averaged fully as large as the best Chesapeake, and was better colored, and much firmer, and without a doubt the best flavored berry I ever ate. The fruit just lay in piles around every plant. Season of ripening about same as Chesapeake, or medium late. For the spring crop alone the King will become a great favorite in the strawberry world. **Price: $3.00 per 100, $2.00 for 50, $1.25 for 25.** Note—put all the money you can on the King, you cannot lose.

King Strawberry.

A SATISFIED CUSTOMER.

Indiana, Dec. 10, 1916.

Several of our neighbors bought the everbearing plants last spring, nearly all paid more money than you charged us. But now we have the laugh on them. We are the only ones who have had any berries this summer and fall, and we have had bushels of them. And of course we gave our neighbors some of ours. I think you will get the business from here next time. We want to set half acre more and you bet we get our plants from Townsend. A satisfied customer.

W. D. JOHNS.

How to Care for Everbearing Plants

Prepare your ground same as for any other strawberry plant; set them out the same way, hoe and cultivate the same; pinch off all the blossoms that appear for the first month and then let them grow, and you will have all the berries you want by July first, and from then on until the ground freezes hard. The second year crop, after your berries are through fruiting in the fall, the first season cover with coarse barnyard manure, or straw, leaving the manure or straw on the beds, and let the plants push through it in the early spring; cultivate two or three times in early spring before the berries are ripe, and continue this frequent cultivation all through the summer and fall the second year, as this keeps up the moisture and causes larger and more fruit.

Growing strawberries is a pleasant and profitable position, in fact the most profitable of any business I know of when carried out in the proper way. And the business needs all the thought, care and attention that can be given it, to make it the success that it deserves. I have received letters from my friends saying that they made as high as $1,000 per acre clear profit in a season from their berry fields. I have even done as well myself a few times, and it is not unusual to get $400 to $500 from an acre when the best **thoroughbred plants** are used.

The beauty is that there is always a demand for **big, red berries.**

Number of Plants to Set One Acre

15 inches by 2½	feet	14,000 plants
18 inches by 3	feet	9,680 plants
18 inches by 3½	feet	8,297 plants
24 inches by 3½	feet	7,260 plants
24 inches by 3½	feet	6,222 plants
24 inches by 4	feet	5,445 plants
30 inches by 3½	feet	4,978 plants
36 inches by 3½	feet	4,148 plants
36 inches by 4	feet	3,630 plants
48 inches by 4	feet	2,722 plants
48 inches by 6	feet	1,815 plants
48 inches by 7	feet	1,555 plants

Superb Strawberries.

Americus

Originated by Harlow Rockhill, Iowa, 1905; cross by Pan-American and Louis Gaither. Berry medium, roundish, conical; light crimson, flesh pale, flavor mild and good, makes few runners; suitable for home use, fruits freely on new runners. It bears a fine crop of fruit the year the plants are set out (in August, September, and October) and also a nice crop the next spring and the following fall. A general favorite in most gardens. A shortcake made from Americus in August or September is a dish fit for a king. **Price: $3.00 per 100, $2.00 for 50, $1.25 for 25.**

Francis

Introduced by Harland Rockhill, Iowa, 1910. Same parentage as Americus. Considered by all to be the highest flavored of the everbearing class, and this is going some, as all everbearing varieties are of better eating quality than the spring varieties. Fruit medium to large, often irregular shaped; color bright red. Fruits freely on new runners first year; does best in matted rows. A sure winner for family gardens. Plants very scarce and high. **Price: $5.00 per 100, $3.00 for 50, $2.00 for 25.**

Francis.

MRS. E. JEWELL, OF ARKANSAS.

Writes that she made $112.00 from 500 Progressives purchased from us in spring, 1915. Her article was published in the Fruit Grower. Mrs. Jewell writes that her first trial with the genuine everbearing strawberries was so good that she wants to tell others of it. What Mrs. Jewell has done any other woman can do that has a little spare corner for the plants. Her neighbors had failed with other plants and tried to discourage her. Mrs. Jewel tried Townsend's plants and made a go. Mrs. Jewell ordered 1000 Superb the past spring to increase her patch. And you bet that she got the Townsend plants again.

Superb

Introduced by Samuel Cooper, 1908. Cross between Cooper and Autumn. Claimed by many Northern growers to be the leading everbearer. Fruit is very large and firm, beautiful shape and color, flavor mild. Does not bear much fruit on new runner plants the first season, therefore should be grown in hills to get best results as an everbearer. As a spring crop variety, we doubt very much if there is anything on the list better excepting probably the King which we believe more productive, and a little larger. So far there have never been many plants left in the nursery beds to test the spring crop, the demand for plants being so great that all nurseries and growers have found it more profitable to sell the plants. Order Superb plants for the North and you will not go wrong. Not good for the South as an everbearer. **Price: $7.50 per 1,000.**

MANY OF OUR CUSTOMERS

are buying homes and paying for them from their profits from the plants bought of us, while many other folks that have been led to buy the Cheap John plants have found only disappointment.

Get **Townsend's Thoroughbred** plants, grow them the Townsend way and success is yours from the start.

That our business doubles itself every year is sufficient reason that we should have your order this year without a further question. We have never been big advertisers in the farm press. We have used only small space in a few select papers and have depended on the quality of our goods to bring us through. We try to make every order we ship an advertisement for the Townsend Nursery.

Americus Strawberry.

Standard Varieties

Matthews (Early)

We listed this variety the past season for the first time. We quoted in our 1917 catalog several very prominent growers as to descriptions, and behavior for the past six years where the Matthews was introduced. We now come forward and join with the parties whom we quoted the past year. We find the Matthews to be all that was said about it. When the first berries began to ripen in our section it was the Matthews that made the first appearance on the market. And the finest strawberries that I ever saw, was the usual praise heard from everyone who saw them in market. Fruit was a large bright red resembling the old late Gandy more than anything I can picture them and firm enough to rattle. Quality considered extra good for so early a variety. Most growers here would discard the Klondyke today for the Matthews, were it possible to buy plants at a low figure. As it is it will only be a few years before the Klondyke will have to go to make room for the Matthews. Matthews is a free plant maker. Makes small sturdy plants, light in color. Does best on soil with a little clay mixture, although we have seen fine fruit and a fine row of plants on very high light sandy soil. We sold out on Matthews very early the past season, and do not expect to have enough plants to fill our order this season, so better order early. **Price: $4.00 per 1000, 500 at 1000 rate, 100 plants for 75c, 50 plants for 50c.**

Princess Anne, Md.

Mr. F. E. Matthews.

My Dear Mr. Matthews—I have been visiting your farm for the last three years studying the new strawberry grown on your farm. I am glad to know you have called the berry "Matthews" for it deserves a good name. I consider this strawberry the earliest and most prolific I have ever seen, also of excellent size. The last time I was in your patch you remember I picked about four quarts without moving. This was a sight for the Horticulturist and I wish every one in the U. S. could have seen it. I also consider it one of the best shippers, as it holds up well.

I wish you every success with your new strawberry, the "Matthews" for it has all one would wish for in a berry.

Yours truly,

H. S. LIPPINCOTT,

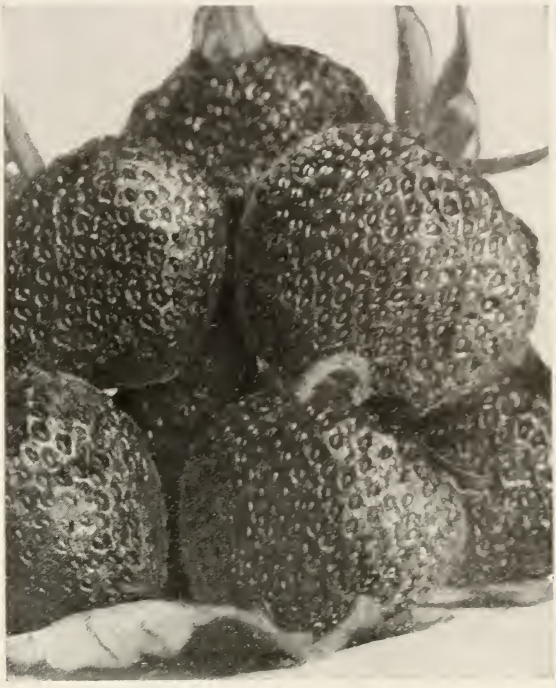
Farm Demonstrator, Somerset County, Md.

Lane Co., Penna., Jan. 18, 1917.

Dear Sir—I would like to have one of your new catalogues. I bought of you last year and your plants grew so nicely I want to send you another order this year.

C. BUCHER.

Uncle Sam Strawberries.



Matthews Strawberries.

Uncle Sam

Introduced by us several years ago and is fast becoming a leader in a great many sections. It seems to do extra well wherever planted, and we have never had a complaint. Is one of the very earliest varieties to ripen, if not the earliest, and is a sure cropper, like the Early Ozark. If the first blossoms are killed it will bloom continuously and a large crop of choice fruit is assured. Fruit large to extra large, deep red to center; flavor aromatic, and mild, firm enough for a long distant shipper. I was told the past season by a New York Commission Merchant that the Uncle Sam he bought in Florida was the best berry he had seen growing there, and that it began to fruit in that section around Thanksgiving, and continued until March. We know of nothing more productive as can be seen by cut. We have picked a quart from one plant when grown in hills at one picking. **Price: $5.00 per 1000, 500 at 1000 rate, 100 for 90c, 50 plants for 60c, 25 plants, 35c.**

GOT PLANTS IN FINE SHAPE.

Penobscot County, Maine, June 10, 1916.

Plants all arrived in splendid condition although late in season. I only lost a very few plants though it was very dry for weeks; they are now looking fine. I wish to thank you for sending so many more than my order called for.

FRED DURAN.

LOTS OF BERRIES ALL SUMMER.

Maryland, Jan. 2, 1917.

Please send me your catalogue. I want to order some of your everbearing plants. I bought some from a Western Nursery last spring; have not fruited yet. But a friend who planted yours got plenty of berries all summer, and I want some of your Progressive plants.

Yours very truly,

A. L. ANDERSON.

PLANTS WERE FINE.

Penna, Jan. 6, 1917.

Thanks for your catalogue; plants got from you last spring were very fine.

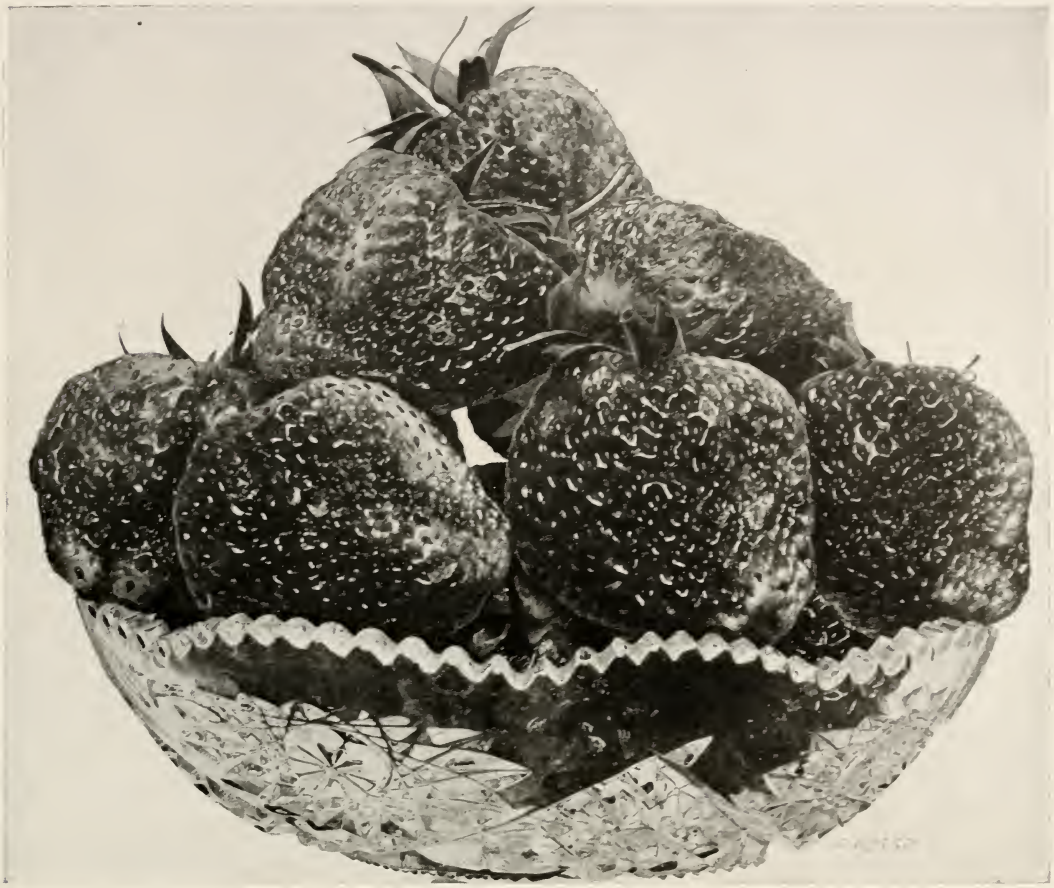
Yours respectfully,

SARAH G. KELLY.

Dr. Burrill—Declared to be Superior in Every Respect to the Dunlap.

Dr. Burrill (Medium Early)

We feel it our duty to give Dr. Burrill first place in our list of early standard varieties. We have only fruited it one year but we find it to compare favorably with all that has been said about it by the originator, and the introducer, and must say that it comes very near being a perfect variety in every respect. The Dr. Burrill is a scientific cross between the Dunlap and Crescent and all the good qualities of both varieties are found in the Dr. Burrill. In plant growth the Dr. Burrill is a marvel. Its long and perfect root system makes it a perfect drouth resister. Foliage large and beautiful dark green. Having a tough leaf tissue, insuring its freedom from all leaf spots. The mother plants grow very large and are heavy crown builders, making it unequalled for hill culture, and being a prolific runner maker makes it a desirable variety when grown in any system, matted row, double hedge row or any other row, you cannot go wrong with the Dr. Burrill. In the production of fruit, the Dr. Burrill by far surpasses the old parent, Dunlap, which has for many years held the lead in most sections of the country. The fruit is large, firm, and delicious. Beautifully formed, the surface of the berry is a beautiful glossy red. Meat solid and rich. As a canner, would surpass any variety I know of. The berries are excellent shippers and excellent keepers. For either home use or market, there will be no mistake made by planting heavily of this variety. The Dr. Burrill is a perfect flowering variety and a long time bloomer, making it an ideal one to plant with imperfect sorts of early to medium early. We secured our stock of plants from the introducer. Have a fine stock of them this season, and will be pleased to have your order for Dr. Burrill plants. **Price of plants this season: $4.00 per 1000, 500 at 1000 rate, 100 plants for 75c, 50 for 50c.**



Missionary Strawberries.

Missionary

Florida's **best early** standard variety. When we introduced the Missionary to the Florida growers over ten years ago, we knew that we had a valuable variety for the Southland, but little did we think that it would ever prove as popular as it has. In less than three years from its introduction we had sold over three thousand growers this grand variety, and have yet to hear from a customer that has not been pleased with the Missionary. This variety alone has done much to make us the largest shippers of strawberry plants to that State. It is known in most sections of Florida as **Townsend's Missionary**, and needs no description at this time. We just say if you are a Southern berry grower and want the leading early standard variety plant Townsend's **Missionary**. Owing to the cost of production we have been forced to advance our price this season to $3.00 per 1000. We have always charged a straight price heretofore of $2.50 per 1000, and promise to bring the price back just as soon as we can with justice to ourselves. We have a moderate supply of plants as compared with our last two years crop, about 5,000,000 plants. **Price: $3.00 per 1000, 500 at 1000 rate, 100 plants for 60c, 50 plants, 40c.**

Premier Strawberry.

Premier

Introduced by R. M. Kellogg Co. as the best of the extra early sorts. We sold nearly every plant the past season and did not see much fruit ourselves but have had good reports from it and have planted a good acreage to the Premier. We think it a good one to try. **Price: $4.00 per 1000, 500 at 1000 rate, 100 plants for 75c, 50 plants, 50c.**

THE VERY SAME TUNE FROM FLORIDA TO MAINE.

Polk County, Fla., 12-25.

This year I am growing plants that came from your farm, and they are fine. I am now writing for your catalogue as I want to place my order early. G. G. SANDERS.

Campbell's Early Strawberries.

Campbell's Early

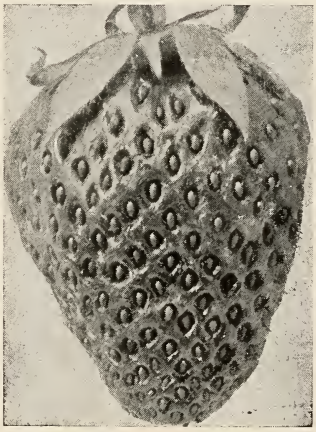
This is an early variety grown from New Jersey. Those who have grown it are very much pleased with its behavior. We have not fruited it, but think it worthy of a trial, as it was very highly recommended to us as an extra early market variety. **Price: $4 per 1000, 500 at 1000 rate, 100 plants, 75c.**

Early Ozark

This has been considered one of the best extra early strawberries in a great many sections; is one of the very largest of the early varieties. Fruit a rich dark red to the center, flavor very tart, until well ripe. Will carry a long distance after being fully ripe, and is considered a tip top market variety. One of the prettiest plants ever grown, makes a short joint on the runner, and healthy, strong plants, that look very much like small bushes. Does well in nearly all sections. **Price: $4.00 per 1000, 500 plants at 1000 rate, 100 plants for 75c, 50 plants, 50c, 25 plants, 30c.**

Climax

In some sections the Climax is a leader as a market variety. Is one of the most productive varieties in cultivation. We know of a field that picked over 20,000 quarts per acre grown in matted rows. Size large, round, scarlet red. Very tart. For commercial purposes it is very profitable. Always a good seller on the market. Not good for home use.



Lady Corneillie Strawberry.

Lady Corneillie

We were more than ever pleased with the behavior of this variety the past season. We found it to run about same size as Klondyke. Was equal to it in quality and appearance, and sold for same money on the markets. Is more prolific than Klondyke and a good strong plant grower. Is a winning favorite—hails from the South and is fast coming to the front. **Price: $3.50 per 1000, 500 at 1000 rate, 100 plants for 70c, 50 for 40c.**

Michel's Early

One of the oldest sorts. Still very popular as a table variety. Fruit very small and good quality; season very early. **Price: $4.00 per 1000, 500 at 1000 rate, 100 plants for 75c.**

Pride of Somerset

One of the best early varieties for home use; by far surpasses the old Michels early. Medium in size, a good strong plant maker. Holds fruit well off the ground; does well everywhere. **Price: $2.00 for 500, 100 plants for 75c, 50 plants for 50c.**

Early Jersey Giant

This is the best of a number of hybrids produced by Dr. W. Van Fleet, of New Jersey. It ripens medium early; is a large crimson, conical with pointed tips. Colors all over and of excellent quality. Fruit uniform in size, large green calyx which makes it very showy when crated. Blossoms are large and perfect, and is a heavy yielder. We consider that this is among our very best of early varieties. Plants large, strong and healthy, without a blemish. One of the very deepest rooted plants we grow. Firm enough to be a good market variety and quality good enough for the best table. Will bring very highest prices on the market. We expect to plant largely of this variety for fruit another year. **Price: $5.00 per 1000, 500 at 1000 rate, 90c per 100, 50 plants for 50c.**

TOWNSEND'S OWN SPECIAL.

Try this collection of Townsend's this season. We have a field of the following four varieties planted especially for fruit.

Matthews	**$4.00 per 1,000**
Missionary	**3.00 per 1,000**
Dr. Burrill	**4.00 per 1,000**
Sen. Dunlap	**4.00 per 1,000**
1,000 of each of the above for	**$12.50**
2,000 of each of the above for	**24.00**

This selection will please any grower anywhere.

Early Jersey Giant.

Early Woodrow

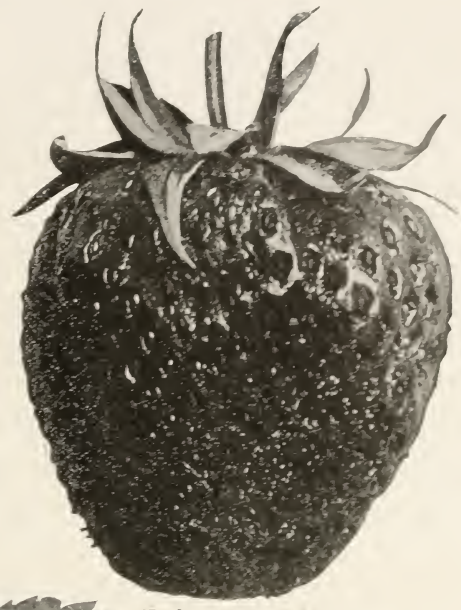
Is one of our very best second early varieties in the South, and equally as good extra early for the Northern States. Fruit large in size, good quality, and exceedingly productive. Is one of the very best in plant growth. Makes a strong bushy plant. When grown in hills a single plant will make a space equal to a bushel basket. Is one of the best sorts to plant with imperfect varieties. Here on the shore, it is considered the coming market berry. We shipped it with Klondyke the past season and it held favorable with that grand market berry. Has much the same appearance as the Klondyke except a little longer in shape. Has a fine green calyx, that makes it very showy when crated. We recommend it to all.

Success

Season early to medium. A vigorous grower. Fruit large, bright and shiny. A favorite in New Jersey and Pennsylvania. **Price: $3.50 per 1000, 500 at 1000 rate.**

Billy Sunday

We fruited this variety for the first time last season. We found it to be a long season variety beginning to ripen early and continuing until late in the season. A good strong grower of large plants. Fruit extra large and prolific; quality fair. Anyone wanting a large fancy variety should try Billy. **Price: $4.00 per 1000.**



Early Woodrow Strawberry.

Marshall

And old tried variety that needs no description. Planted only by a few growers at this time who want quality and not quantity. If grown properly, is one of the finest berries ever seen or tasted; does not make many berries but every one is a shining beauty, good enough for a king. We grow only a small plot for our few customers who will have nothing else. **Price: $6.00 per 1000, 500 at 1000 rate, $1.00 per 100, 60c for 50.**

New York.
Plants arrived in fine shape, fine count, thank you very much.
CHAS. BENNINGTON.

Billy Sunday Strawberries.

Magic Gem

Our plants this season are direct from the originator. Is a good strong plant grower; fruit large to extra large, quality very good, firm enough for local market, and we would recommend it for home use or local market. Is one that should be tried out by all growers who grow for fancy trade. **Price: $5.00 per 1000.**

Big Valley

This is a variety sent us from Pennsylvania, the introducer claiming great things for it. Season medium. It is a good strong plant grower. The party who originated it claims that no other variety in his section has ever come near touching it. We have never seen it in fruiting but advise a trial. **Price: $5.00 per 1000, 500 at 1000 rate, 100 for 90c.**

Twilley Strawberry.

Twilley

One of our best early to medium market sorts. Ranks favorable with the Klondyke, and in many points surpasses that variety. Is more productive, fruit larger, and firmer; sells for more money everywhere. Is a good strong plant grower, not subject to beetles as the Klondyke is in many localities. We have grown the Twilley that 20 berries filled a quart, and they top to local market every year. Is being planted largely here on the Peninsula, and recommended by the very best and oldest growers. Plant largely of Twilley if you want the best early to medium berry, either for home or distant market. **Price: $4.00 per 1000, 500 at 1000 rate, 100 plants for 90c, 50 plants for 50c.**

Parson's Beauty

A strong growing variety and very productive. Is very popular in many sections of the North and in all canning and preserving sections. Is a strong, robust plant grower making one of the prettiest rows of plants ever seen. Fruit large to very large, and with good eating quality. Color dark red, not firm enough for a shipper in the Southern or Middle States. For local market or home use it is grand. Even a few plants in the home garden will prove a paying investment. **Price: $3.50 per 1000, 500 at 1000 rate.**

Senator Dunlap Strawberry.

Senator Dunlap

The Dunlap needs no description to the majority of berry growers. However, for the new beginners, we describe it as follows. There is hardly any section that the Dunlap has not been grown largely, either for commercial purposes, or for home use, and we have never heard a complaint. In the North it is the leading early variety for all purposes. In the South, East, and West, it is the second early that is most sought for. The quality is extra good, mild and delicious, is a strong healthy grower, and does well on any ordinary soil, in fact, will grow a good crop where many other good varieties will fail. Fruit is large to extra large when grown under the Townsend methods, and will do better than the average in size when left to itself as to covering the earth with runners. The plants will grow very small in a matted row, but when given a show and part of the runners are kept off will grow one of the very largest mother plants. We have picked a quart of berries from a single hill under the hill culture. Local market gardeners always add the Dunlap to their selections. Almost everyone knows the good flavor of the Dunlap and do not fail to ask for it.

If I were going to plant only one variety of the standard varieties I would select the Dunlap.

The best berry for the new beginner; has a perfect blossom and needs no other set near it, while it is one of the very best to set with imperfect sorts of the same season, as it has a very large blossom rich with pollen. We have a fine lot of plants as usual of this grand berry, and our prices are right. **Price: $3.00 per 1000, 500 at 1000 rate, $12.50 for 5000 plants.**

New York

One of the very best large berries for home use. Extra large, of good quality. Plants strong and prolific. One of the best for local market. **Price: $4.00 per 1000, 500 at 1000 rate.**

Heritage

A variety that seems to be growing in favor very fast in nearly all sections. Fruit extra large and of irregular shape. Firm and of the very best quality. This is an excellent variety for shipping. Exceedingly productive; makes a good strong row of plants that does not mat too thick for large fruit, and should always be grown in matted rows. **Price: $4.00 per 1000 plants, 500 at 1000 rate.**

Paul Jones

A midseason, imperfect flowering variety that is fast becoming a leader as a market variety. Is one of the most productive variety grown; size of fruit medium to large, quality good. Don't fail to plant Paul Jones. **Price: $5.00 per 1000 plants.**

The Senator Dunlap is known as "The Variety for the Millions." It will adapt itself to any kind of soil or culture and is distributed more than any other variety.

Haverland

An old time market sort, midseason; imperfect blossom. Does best when planted side of Dunlap and Parsons Beauty. **Price: $4.00 per 1000, 500 at 1000 rate.**

Rewastico

Midseason to late. A variety that has fast come to the front as a market variety. Is a little too tart for a good table variety. A productive plant maker and fruiter, fruit large, firm and beautiful crimson color. Sells well at loading stations and in market; is considered one of the best shippers. Mr. Allen claims it to be a close competitor of the Chesapeake, and we agree with him. We sold every plant last season and ask our customers to order early this time if they want Rewastico. **Price: $4.00 per 1000 plants.**

Warfield

Imperfect variety; midseason. Considered one of the best canners. For a pair of good ones we recommend Dunlap and Warfield. Fruit about same size, color, and appearance when grown together. **Price: $3.00 per 1000 plants, 500 at 1000 rate.**

Warren

Medium late. Fruit large and of good quality. Seems to be best in the North where it originated. **$5.00 per 1000.**

Wolverton

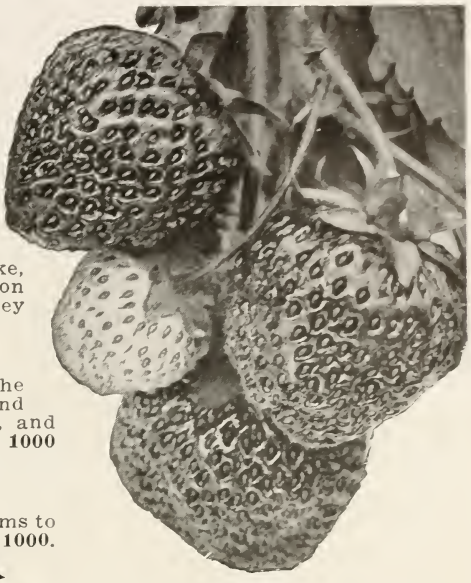
A long season variety. Fruit large, of glossy color, good flavor, and productive. A good one for home use or market; does well on light soil. **Price: $4.00 per 1000, 500 at 1000 rate.**

ONE FROM CALIFORNIA

Nov 8.

I am in receipt of the plants as per your invoice of Oct. 19th. They arrived in splendid condition, and I hasten to thank you for the same.

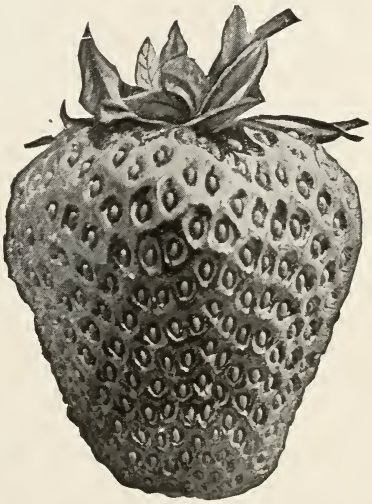
E. E. SMITH.



Glen Mary

Glen Mary

One of the best Northern varieties. We sell more Glen Mary plants in some sections of the New England States than all others. Berry large, firm and handsome appearance when grown in the North; quality rich, juicy, aromatic, and considered by most growers as an ideal home variety. **Price: $4.00 per 1000 plants.**



Rewastico Strawberry.

Ekey

A good medium late variety for home use or market. Is being grown on the Peninsula by many large berry growers. Large, long in shape, good, mild flavor. Dark red, firm enough for a good shipper. Very productive; a good strong grower. Does well everywhere strawberries are grown. **Price: $4.00 per 1000 plants.**

Chester

The Chester was a much talked of variety the past season at the Horticulture meetings. Is of recent origin and has not been widely grown but from all reports is a grand variety. The party from whom we bought our stock claimed it to be the best late variety in his nursery. He claims that he has never seen anything to compare with its size and appearance. Plants the largest I ever saw, and the berries lay in piles around the plants. Single plants with five and six fruit stalks, with the largest berries that I ever saw. It was growing in a patch of Chesapeake, Mascot, and other large size varieties, and there was no comparison between them as the Chester was so far in the lead. The Chester surpassed them all in every particular and was selling in the market from three to five cents per quart higher than other late varieties such as Chesapeake. Again another higher season has proved the Chester to beat all its competitors such as Chesapeake, Joe, Kellogg Prize, Mascot, etc. After seeing the fruit for two seasons on different soils the party claims that all other late varieties are beat to a frazzle by the Chester. We ourselves have not yet seen the plants in fruit, but we have the plants from this party, and they are indeed beauties. We feel pretty sure that this Chester will be a good one to try anyway and recommend it as a trial. **Price: $5.00 per 1000, 500 plants at 1000 rate, 90c per 100 plants.**

Chester Strawberry.

Joe Johnson

We introduced this variety about six years ago. We called it the Joe Johnson but since the introduction it seems that every year someone gives it a new name. However many names there may be it does not change the variety one bit. So many names is confusing and entirely unnecessary. While there is no doubt but what there are a great number of late varieties at this time that are exceedingly grand, and are far ahead of our old time varieties, we have yet to find any variety that surpasses Joe Johnson in every respect. We have fully described the Joe Johnson to our customers for the past six years and we think it unnecessary to give such a long description this year. We will just say that the Joe Johnson is all that is desired in a medium variety, in beauty of fruit and plant, in production of fruit, and quality. In size it compares favorably with the very prettiest and largest of any varieties yet seen. We sell more plants of this variety than any other late strawberry seen. We ship the berries by the carloads every season and have never failed to get top of market for our fruit. The past season Joe Johnson cleared us over $500 per acre, selling at the loading station from $3.00 to $4.50 per 32 quart crate—for two weeks straight. Our buyers know what a good variety is and they never fail to go for the Johnson. We shall be pleased to have all who receive our catalog this season, order some Joe Johnson plants from us. We know that it will please you and mean more business for us in the future. **Price: $4.00 per 1000 plants, 500 at 1000 rate.**

$1,000 from One Acre of Joe Johnson Berries.

Bederwood

An early to midseason variety. Has grown to be one of the popular old sorts, being on the list now about 30 years. Grown mostly in the Northern latitudes. Size medium, quality good; a fine shipping variety and makes a fine strong healthy plant, though not the largest. **Price: $4.00 per 1000.**

Bederwood Strawberries.

William Belt

Has been noted for a number of years as the standard for quality. Where a good late variety is wanted for family use we never fail to recommend Wm. Belt as one of the best. Is a good clean plant maker; fruits abundantly, and good size. At beginning of season is somewhat misshaped, but always delicious in flavor and bright shiny in color. We grow a large acreage of this variety every season and seldom have many plants left for fruit. **Price: $4.00 per 1000, 500 plants at 1000 rate, 100 plants for 75c.**

Barkley

A good fancy variety for home use. Fruit large, sweet and productive. One of the very best to plant with imperfect varieties ripening midseason to late. Some of our Northern customers are planting the Barkley heavy for local market. It is the sort that always bring more customers. **Price: $4.00 per 1000, 500 at 1000 rate.**

WHAT SOME OF OUR CUSTOMERS SAY ABOUT OUR EVERBEARING PLANTS.

Montgomery Co., Pa.

I purchased from you in the Spring 100 King (of autumns). They have done splendid. I am well pleased with them, they certainly be a good advertisement for you here. JOHN K. WILLIFONG.

Norwo od

One of the very best for family use. Originator claims that four berries filled a quart cup. We never had any that size, but have grown them as large as one could wish strawberries and they are as fine as we ever tasted. For family garden plot, don't miss this Norwood. Good from the Atlantic to the Pacific. **Price: $6.00 per 1000, $3.00 for 500, $1.25 per 100, 75c for 50, 50c for 25.**

Bubach

One of the old reliable sorts. While we have many better varieties, many of our customers cling to the Bubach, especially in the North. Fruit very large and mild in flavor, not firm enough for a shipper in the South. Bears a good crop, when properly fruited with a good perfect flowering sort like the Barkley, or Parson's Beauty, New York, etc.

Ford

If there was any variety at our shipping station the past season that outrivaled the Joe Johnson it was the Ford. In season the Ford is same as the Joe Johnson, in size it ranks about the same; is a deeper red in color, and has a firmer texture, thus making it a firmer berry than the Joe Johnson. Meat is solid red through and through, with a flavor similar to Wm. Belt. Has a beautiful green calyx that adds greatly to its appearance. We booked orders for many thousands of plants the past shipping season while delivering our berries to the station. We have received many complimentary letters from our customers who have tested it the past season. In plant growth, it is our favorite on the list. Plants medium size, strictly hardy in every way; making a great mass of fine roots that penetrate deep in the soil. Picked at the rate of 10,000 quarts per acre the past season on our farms, on land that was not particularly adapted to strawberries., being high sandy loam suitable for growing plants only. We believe that where everything is favorable 15,000 quarts per acre may be grown from the Ford. We recommend this variety to all our customers everywhere. **Price: $5.00 per 1000, $2.50 per 500, 90c per 100, 50c per 50 plants, 30c per 25 plants.**

Three Fords will fill a glass.

Chesapeake

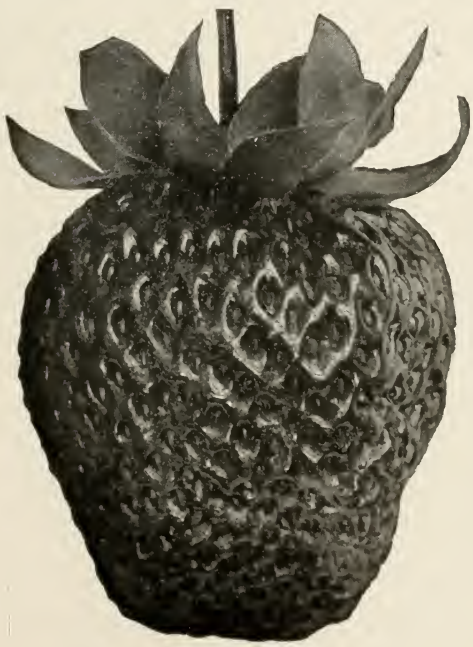
In a great many sections of the country the Chesapeake is a leader for quality. Sets only a very few runner plants, just enough to fruit well, fruit extra large, handsome, and of the very best quality. Season late to very late, too well known now to need a long description. We grow every season a large stock of plants but seldom have enough to go around. **Price: $5.00 per 1000, 500 at 1000 rate.**

Stevens Late Champion

Popular as a late variety in some sections. As to productiveness, we know of nothing more prolific, but quality is very poor. **Price: $4.00 per 1000.**

Townsend's Late Champion

This is a variety that has won on its own merits. We never gave it any boastful advertising. It was a chance seedling found growing near an old Aroma bed. We did not pay much attention until by chance we got it started in the great berry section around Bridgeville, Del. It was there that it soon made itself known, and its good merits began to be heard from. The growers went wild. In a short time every mail that came in brought us letters inquiring for plants. Automobiles came to our farm by the dozen. It was which to get the order for plants in first. We had only a small acreage growing as we had not expected any such rush for the Townsend plants, and many had to wait. We booked orders 12 months in advance for a great many growers, and today this is one of the best known varieties in that part of Delaware; and is still leading their very best varieties. The Townsend's late is a perfect flowering variety. Fruit large and round; color bright red to the center. A heavy cropper, a fine flavored berry, and firm enough for a good shipper. In plant growth it is very hardy, making plenty of long, coarse roots, and is one of the surest croppers on our list. We have never had any fruit for our own use from our propagating beds, as the demand is still heavy for our plants. Plant Townsend late for a sure money maker. Good everywhere, North, South, East, West. Some of our very best reports now come from the State of Florida, while others come from California, New Hampshire, the Central West, etc. **Price: $4.00 per 1000, 500 at 1000 rate, 75c per 100.**



Townsend's Late Champion.

Glastonburgh, Conn., May 10, 1916.

Dr. Mr. Townsend—I intended to write you before this that I received the plants and they were perfectly satisfactory, best we ever bought. Yours, etc., W. J. R.

World's Wonder Strawberry.

World's Wonder

Introduced by us in 1916. The World's Wonder has been claimed by all that have seen it to be the largest berry ever seen. In fact the berry is so large that it hardly looks like a strawberry. The size runs more the size of apples than strawberries. The variety is truly a wonder in many ways. In plant growth it is more than a wonder. We have planted it on several different soils, and it has led all other plants in the same plot every year. Plants are exceedingly large and stalky, and make a tremendous bed of layer plants if allowed to do so. Even in the thick matted rows the past season the berries were as large as hen eggs on an average, each one bright and shiny, with a triple layer calyx that set the large berry off. Most large strawberries are hollow inside but not so with the Wonder. They are solid, meat a little lighter inside than out, with a mild flavor, and a tough texture that makes them carry well for so large a berry. We have tested them in shipping by express, 200 and 300 miles, and the commission merchant has always reported berries arrived in fine condition, and they brought top of the market. When it comes to productiveness they are in a class by themselves, the berries being so large that it takes but a few to fill a quart. For home use or local market try the World's Wonder. They are good to eat, and they are good sellers and they are a curiosity, as well. **Price: $10.00 per 1000, 500 at 1000 rate, $3.00 per 250, $1.50 for 100 plants.**

Note—No one else has the Genuine World's Wonder plants for sale unless our customers have a few plants for sale.

Kellogg's Prize

In Kellogg's Prize we have one of our very best late imperfect varieties. The introducer claims it to be a berry without a fault. Well if there is any fault in Kellogg's Prize, the writer has not found it except that it is an imperfect bloomer and has to be fruited with some other variety same season. This is no particular fault as imperfect varieties are as valuable as perfect varieties when in the hands of experienced growers, as the only thing is to pick varieties of good habit, of same season, with perfect flowers, to plant in every other row or every two or three rows as may be wished. As stated above, Aroma makes a good pollenizer for Kellogg's Prize. Chesapeake makes a good one. Townsend's Late makes an ideal mate, Baltimore, or Chester. If the variety is properly matted it will do its part well. The Kellogg Prize does well everywhere. In any soil it produces its customary load of berries and will win the admiration of everyone who grows it. We recommend it to all our customers as one of the very best standard berries. Try this berry. **$4.00 per 1000 plants, 500 plants at 1000 rate.**

Aroma

An old standard variety that is still gaining popularity. We never fail to sell the large growers Aroma plants, and in a very great many instances we recommend the Aroma to our customers as in doing so we always feel that we are recommending a berry that they can hardly go wrong with. We could print a book on the good things that have been said about the old Aroma plants that our customers have bought from us. The berries are large in size, rich in color, and deliciously aromatic in flavor. Is one of the hardiest plant makers and surest croppers on the list. We planted a plot of Aroma and Kellogg prize the past season for experiment, and it seems that both varieties were benefitted. The beds of each were simply piles of berries around each plant, and all rows were excellent. **Price: $3.50 per 1000 plants, 500 at 1000 rate.**

Aroma Strawberry.

Baltimore

This variety was sent to us by a friend about eight years ago, who stated at the time that it was the finest variety ever seen on the Philadelphia market. We have grown it ever since, and today we are having more calls for Baltimore than any other for home use. While Baltimore is equally as good a commercial variety as many others. It is the extra fine quality in flavor that appeals to the taste, makes it sought for by all who know it as a table variety. We describe it as follows: one of our very best clean plant makers, plants very large, and hardy. Fruit a rich, crimson red, colors all over, of firm texture, fruit extra large, and top shaped, except at the beginning of the season where some overly large berries are mis-shaped. It is one of our most productive varieties, and one we recommend to everybody who is hunting for a first class late variety for any use whatever. We pick this variety every year in our home as our canning and preserving berry. **Price this season: $5.00 per 1000 plants, 500 at 1000 rate, 90c per 100 plants.**

Baltimore Strawberries.

Sample

Another old time imperfect bloomer that has held its own for a long time among strong competition. Season late. The Sample is a perfect type of strawberry, bright red in color, large in size, delicious in flavor, and attractive. It is very productive and quite firm. It is considered a reliable standard in most sections. We recommend such varieties as Joe Johnson, Aroma, Townsend Late, Rewastico, as best to fruit the Sample. **Price: $3.50 per 1000, 500 at 1000 rate.**

Sherman

One of our own introductions. After three seasons of testing by the Experiment Stations, we are receiving some very flattering reports about the Sherman. It seems to be doing equally well in nearly all sections. We describe it again as follows: Season medium to late (having a very long fruiting season), size of fruit extra large, cardinal red to the center, and without any exceptions one of the very best flavored berries grown. Not quite as productive as some varieties, but every berry is a shining beauty.

Price: $5.00 per 1000, 500 at 1000 rate.

Sherman Strawberries.

Late Jersey Giant Strawberry.

Nic Ohmer

A standard late variety for the South, as well as the Pacific coast. Plant is a fine grower, under favorable conditions, and the fruit is almost perfect. Quality the very best. Moderately productive in the East, and very productive in the California district. We sell hundreds of thousands of Nic-Ohmer plants in California every season. In fact, seldom have enough to fill our orders. We have some customers there that buy as many as 250,000 plants a season. Our crop is very fine this year, although we did not plant as large an acreage. **Price: $4.00 per 1000, 500 at 1000 rate.**

Mascot

One of the very latest in season varieties. Size extra large and productive. Fruit rich glossy red, firm and good. **Price: $3.50 per 1000, 500 at 1000 rate.**

Late Jersey Giant

Produces a good crop of large berries, that very much resemble the Gandy. The quality is good but the extra large size is a very prominent feature. It was sent out with some of the widest claims ever made about a strawberry, and is being tested over a wide range of territory. It is truly a wonderful variety, and we hope all our customers who have not tried it will test it at once, as we believe that they will be pleased with it. **Price: $4.00 per 1000 plants, 500 at 1000 rate.**

Fendall

For a strictly fancy berry this is among the leaders. We have recommended Chesapeake set with Fendall for several years, and suppose that we have made no mistake as hundreds of our customers have set these two varieties together with remarkable results. Townsend's Late, Baltimore, Aroma, and Rewastico, may also be set with good results. When well fertilized, it is one of our very best productive varieties. **Price: $4.00 per 1000 plants.**

Brandywine

Is another good old standard that seems hard to down especially in the tropical and semi-tropical sections. While it is among the leaders in the tropical districts, it is also a leader in many other sections of the country. The plant is healthy and vigorous and produces a large crop of fine fruit, that usually sell well above the average. We grow a large plot of plants each season and continue to recommend it. **Price: $3.50 per 1000, 500 at 1000 rate.**

Gandy

Probably the best known late variety, and by many considered the best. The Gandy cannot be grown on as many different soils as some late varieties, but where the soil is suitable it is indeed a very good one, notwithstanding so much competition as is being brought against it at this time. For best results plant in damp swamp land. A very black soil is always the Gandy's home. Where this is not possible select some springy spot with some clay mixture. As to quality it is seldom surpassed as an all around strawberry, either for home use or distant market. It is the great shipping qualities that has caused the Gandy to hold its own more than any other part. **Price: $3.00 per 1000, 500 at 1000 rate.**

Forty Crates of Fall Strawberries per Day

The Maple Hurst gardens, of Michigan, writes the Country Gentleman, September the 19th, 1915, as follows: Since the 15th of August we have been picking berries on an average of forty crates of strawberries per day. These berries have gone to Chicago, Cincinnati, and Philadelphia, and many other cities, and have sold as high as 35 cents per quart wholesale. This firm also writes that they will set 300,000 Superb plants in the Spring, and all will be grown under the hill system, which certainly gives good results.

Note the above are facts—and what the Maple Hurst Gardens can do, anyone else can do. So get busy, there is not enough Fall strawberries grown to give each person in the United States a handful apiece. This season is the time to get busy.

We have millions of the plants growing. Look up the price list on page 30 and get your order off at once. If you wait another season it is you that will be the loser. Don't delay; act quickly.

EASTERN GROWN PLANTS HARDIER THAN NORTHERN GROWN.

St. Joseph County, Mich.

Dear Mr. Townsend—I am writing you today to know if you can furnish me with sample of Chesapeake plants for the coming Spring. I have grown your Eastern Sho' plants here for five years and I have had the best success of my life in berry growing. I have never had any trouble to get plants to grow, and my yield is much above the average in my neighborhood. I think that you have made several customers here by the way your plants behaved in this section, and the time is coming when other growers will take notice. Kindly let me hear from you at once, and oblige yours, etc.,

GEO. BRUNSON.

Everbearing Strawberries no Longer an Experiment

A great many of our customers are making big money growing the ever-bearing strawberries for commercial purposes, and are cutting out the old-standard sorts and planting the new race of berries altogether.

Again many of our customers who grow berries principally for home use are writing us that there is no need to grow but one variety of the ever-bearing strawberries to have all the fruit that they can use the year round, and the selecting of extra early, early, mid-season and late varieties. They are doing no more.

The everbearing varieties even have an advantage not mentioned above, for they bear their finest crop of fruit the first season plants are set, when the common strawberry does not fruit at all. Thus the grower does not have to wait a full year for the fruit. Another point in favor of the ever-bearing strawberry is that the eating qualities are seldom found in the common strawberries. Still another great point in their favor is that there is no such thing as crop failure with the everbearing strawberries, no matter if frost and freezes continue until July. As soon as the freezes are over they are at their work sending up fruit buds and blossoms, and very soon the ripe delicious berries.

There are about eight varieties of the everbearing strawberries being catalogued at this time, the first ones to be introduced having been replaced with better varieties, such as the Pan-American, the first to be the Autumn, and the Productive, Teddy R, and I think Standpat. For, as I heard one grower who tried it, say that Stand-pat was all that it ever did for him. But of the eight varieties that are still on the list, several of them have come to stay.

We have been growing this new race of berries since the first introduction of the Pan-American. We have probably sold more plants of the ever-bearing varieties than any other nursery. We, therefore, should be in a position to help our customers make a selection of these new berries no matter where you reside.

A Few Testimonials From Satisfied Customers

Mynard, Nebr., June 25th, 1917.

E. W. T., Dear Sir—Last spring after receiving a shipment of plants from another nursery in an adjoining state, and which was quite a disappointment on account of the feeble condition of the plants, I ordered some Progressive from you. I made no mention to you of having ordered plants from any other source so as to give you no advantage in any way. You shipped the plants but wrote me that it was too late in the season, and that you could not guarantee them to grow. The plants arrived in good condition. I set them out, gave them the same treatment I was giving the others and am glad to tell you that more than seventy-five per cent are thriving in good shape. Of the others received, not half are alive, and none seem to have any vitality. I hesitated at first about sending my order so far, but now see my mistake. I owe you many thanks for prompt shipment and felt that I ought to tell you of the pleasure your plants are affording me.

Very truly yours,
J. H. P., Supt.
Nebraska Christian Endeavor Union.

R. R. 1, Bridgeport, Pa., May 19, 1917.

I received the strawberry plants all right. I thank you very much for your promptness and fine plants.

J. P.

Morgan Field, Ky., May 21, 1917.

Dear Sir—I received the 2,250 strawberry plants all O. K. and they are as fine plants as I could ask. Practically every one are living and growing nicely.

I am yours, L. T. B.

St. Louis, Mo., Sept. 5th, 1917.

Dear Sir—Can you ship me some more plants this fall? Those I bought from you last spring are doing nicely. Have plenty of berries. T. H. W.

Indiana, August 19th, 1917.

Dear Sir—I want some more plants this fall. The Mascot are the best standard berries ever seen here. They are some berries. Send some of your catalogues this spring for my neighbors. Townsend's plants are the only plants for me.

LAURENCE DINKLE.

Corthanton, Pa., May 19, 1917.

Dear Sir—The 150 Progressive received in fine shape. Fine plants. Do not expect to lose a one. Every plant is growing fine. I wish to thank you for your square deal. CHAS. BRADSHAW.

Cambridge, Mass., April 30th.

I received the plants all O. K.

Signed, J. E. F.

Westover, Mo., May 10th, 1917.

Dear Sir—Should have written before but neglected it. Strawberry plants received in fine shape. I will report later on plants. I have them placed by the side of ——— Michigan. Your plants were nicer and thriftier, and best in the start off a good many of the ——— Michigan plants did not grow at all.

T. O. YOUNG & SONS.

Orlando, Fla.

Plants arrived in good condition. Think that they will all live. S. J. S.

Springfield, Ill.

Your berry plants came in fine condition. The finest plants I ever saw. When I need anything in your line I will know where to get it and my friends will know too. THOS. R. H.

May 18, 1917.

Raspberry plants arrived in fine shape. Fine plants. Well pleased. J. P. HODGE.

A FEW ABSTRACTS FROM GOOD LETTERS RECEIVED THE PAST SEASON.

Massachusetts.—Plants received in fine shape. Best plants I ever saw.

Virginia.—Everbearing plants are every one growing fine.

Pennsylvania.—Plants received O. K. Will come again.

New York.—Plants received O. K. Thank you for extra plants.

New York.—How can I thank you for your nice plants and prompt service. Plants were received as fresh as when taken from the ground.

Wisconsin.—Plants received in fine shape after being on the road two weeks. You are surely some packers and all around good fellows.

Vermont.—Plants came in fine shape. I have spent many years in the same business and never saw better plants or better packing.

Pennsylvania.—8,000 plants came in fine condition and were best plants I ever saw. I am placing an order for father.

Virginia.—Progressives are doing fine. Many thanks.

Ohio.—Progressive plants came in good shape. Best plants I ever saw.

West Virginia.—Plants received in fine shape after being on the road a long time. Best plants I ever saw, and best packed. I want to thank you for this shipment and fine plants.

New Hampshire.—Plants arrived all O. K. Plants were beautiful. Please accept my thanks for the prompt shipments, good plants, and safe arrival.

Connecticut.—Plants arrived this A. M. in good shape. Thank you for prompt attention and good plants.

Nebraska.—1,100 Progressives received all O. K. Many thanks for the extra ones. Will remember you with my next orders.

NOTE—Thousands of such letters as these few we are publishing in our catalog are sent to us each season. They are very pleasing to us and always make us strive to try to do even more than we are doing to please our friends. We wish we could print them all, and sign full name and address, and if we could meet every one of the writers face to face it would be a pleasant time no doubt. This is not possible and the best we can do is to keep on our good work, and thank our good customers for their good words about us with all our hearts.

Lucretia.

NORTHERN CUSTOMERS FIND OUR THOROUGHBRED PLANTS SATISFACTORY.

We wish to call attention of the Northern growers to our "hardy prolific plants." It is a fact that plants grown in a mild climate such as we have on the Eastern Shore of Maryland are built more hardy, and will stand more abuse in handling and transplanting than plants grown further North where they have to be mulched during the winter for protection from the heavy freezes. Our plants are never mulched during the winter, and they have that hardiness that causes them to carry well to the four corners of the United States, in proper condition, and then to grow the big crops which many of our customers are speaking about.

Please note the testimonials of some of our Northern customers, what they say about our plants that were shipped them in June the past season:

Massachusetts.—The shipment of plants arrived on June 12th, in fine condition.

Iowa.—Plants arrived satisfactory; best I have received this year.

Michigan.—Your plants are all that you claim. We take our hat off to you.

Wisconsin.—Plants received June 20th; fine shape; every plant is growing nicely.

Minnesota.—The last box of plants came in today and are as good as the first after being on the road two weeks in perfect condition.

Buffalo, N. Y.—Thanks for such nice plants; received June 1st.

New Hampshire.—Plants received May 1st in splendid condition.

Ontario.—Plants received O. K. Thanks for such fine ones.

Quebec.—I received your plants on May 12; very well pleased; plants are large; strongest looking I ever set.

Pennsylvania.—May 1st. We want to say that we are well pleased with the plants. While your plants are cheaper than we have been getting they are also much better in quality.

Iowa.—All the plants purchased from you have been perfectly satisfactory; best plants we ever bought, and sorry did not hear from you ten years ago.

Iowa.—Last plants received in good order; fine plants. You will get lots of business from here next year.

California.—Your plants always do well for us; much better than our Pacific Coast plants. Look for a good business this fall and winter.

Note.—No matter where you are situated, if it is small fruit plants we can please you, and can usually save you money on your order. While we do not claim to be cheaper than anyone, we do claim when quality is considered that there is not a nursery in the world that is giving as much for the money as we are doing. Why not send Townsend the order and take no chances? We assure you that no one will appreciate the order more than we will.

Dewberries

We grow only two varieties, the Austin (Mays) and the Lucretia. We have tried others, but they have all been failures.

The Austin ripens about one week earlier than Lucretia with us, but is not as good a shipper as the Lucretia. For home markets it is a fine variety and can be recommended; though for long distant shipments I can only recommend the Lucretia as the most profitable dewberry ever grown.

For best results plants should be set in rows five feet one way and four feet the other and at the end of the first year's growth tied to stakes about three and one-half feet above the ground; the tips cut back about one foot. This keeps the fruit clean and when given this pruning makes the berries of more uniform size. They are also much more easily picked when thus tied. We recommend light soil for dewberries and a Southern slope when possible. Our plants are all hand-tipped in the early fall. This insures extra strong roots. Owing to the labor trouble we are compelled to ask our customers this season a trifle more for our dewberry plants than has been our custom. The tipping and also digging of the dewberry plants is a very sticky job and we were compelled to raise our former wages which we had been accustomed to pay. But at our present prices you will find them as cheap as the cheapest and far below many. We begin to ship dewberry plants in November, and can make shipments at any time in Winter. It is usually the cheapest way to have them go by freight if in lots of four to five thousand.

	25	50	100	1,000
Austin (Mays) ..	$0.50	$0.75	$1.00	$6.00
Lucretia	.50	.75	1.00	6.00

Austin.

Cuthbert Raspberries.

St. Regis

Raspberries

The Raspberry is one of the most delicious and popular fruits grown, being always in demand and commanding good prices on the market. With a little care and attention they produce large crops. It pays to plant good, reliable stock, as the yield is greater, of better quality, and is produced with less trouble.

	25	50	100	1000
RED RASPBERRY.				
St. Regis (Everbearing)	1.00	1.50	2.50	12.00
Cuthbert. No. 1, sucker plant	1.00	1.50	2.50	12.00
Ruby Red. No. 1, sucker plant	1.00	1.50	2.50	12.00
Marlboro. No. 1, sucker plant	1.00	1.50	2.50	12.00
Early King. No. 1, sucker plant	1.00	1.50	2.50	12.00
YELLOW RASPBERRY.				
Golden Queen. Selected suckers	1.00	2.00	3.00	20.00
BLACK RASPBERRY.				
Kansas	.50	1.00	1.75	12.00
Black Diamond	.50	1.00	1.75	12.00
Cumberland	.60	1.10	2.00	14.00
Plum Farmer	.60	1.10	2.00	14.00
Gregg	.50	1.00	1.75	12.00
PURPLE RASPBERRY.				
Columbian. No. 1, tip plants	.60	1.10	2.00	14.00
Royal Purple. No. 1, plants	1.00	2.00	3.00	14.00

Blackberries

Joy.	2.00	4.00	7.00	50.00
Scruggs'. No. 1, sucker	2.00	4.00	8.00	60.00
Blower's. No. 1, root cutting	1.00	1.50	3.00	15.00
Snyder's. No. 1, root cutting	1.00	1.50	3.00	15.00
Snyder's. No. 1, suckers	1.00	1.50	3.00	15.00
Eldorado. No. 1, root cutting	1.00	1.50	3.00	15.00
Eldorado. No. 1, suckers	1.00	1.50	3.00	15.00
Mersereau. No. 1, root cutting	1.00	1.50	3.00	15.00
Erie. No. 1, root cutting	1.00	1.50	3.00	15.00
Taylor's Prolific. No. 1, root cutting	1.00	1.50	3.00	20.00
Ancient Britain. No. 1, root cutting	1.00	1.50	3.00	20.00

Asparagus Roots

Palmetto. 2-year, No. 1, roots	1.00	5.00
Conover's. 2-year, No. 1, roots	1.00	5.00
Giant Argentuel. No. 1, roots	1.00	5.00

1-year-old 50c per 1,000 less.

Niagara Grapes.

Grapes

Less than 50 at each rate; 50 at 100 rate; less than 500 at 100 rate; 500 at 1,000 rate. Our Grape Vines are grown for us by one of the largest and oldest Grape Nurseries in the world. They are recognized as the leaders in the grape industry of the United States. No other concern carrying so large a collection of grape vines as this concern, assures you in getting just what you order. If you are a beginner and do not know the varieties best suited for your needs, write us. We will have these Grape Experts select for you just what will suit your particular section and your need. If it is grape vines, give us your order.

Our customers can have their choice—either Northern grown stock or our own growing grape vines—no difference in the prices.

Red Grapes

	1-year Each	Per 100	Per 1000	2-year Each	Per 100	Per 1000
Alice	$ .10	$ 7.50	$ 50.00	$ .15	$ 10.00	$ 75.00
Brighton	.10	6.00	35.00	.15	8.00	50.00
Brilliant	.10	7.50	50.00	.15	10.00	75.00
Catawba	.10	5.00	25.00	.15	8.00	50.00
Delaware	.10	4.00	25.00	.15	5.00	35.00
Diana	.10	5.00	35.00	.15	8.00	50.00
Gaertner, Rog. 14	.10	5.00	45.00	.15	10.00	75.00
Goethe, Rog. 14	.10	6.00	50.00	.20	10.00	80.00
Moyer	.10	5.00	35.00	.15	8.00	50.00
Ulster Prolific	.10	5.00	35.00	.15	8.00	50.00
Wyoming Red	.10	5.00	35.00	.15	8.00	50.00
Woodruff Red	.15	8.00	50.00	.20	15.00	100.00

White Grapes

Colerain	.10	6.00	35.00	.15	8.00	50.00
Dutchess	.10	5.00	35.00	.15	8.00	50.00
Empire State	.10	5.00	35.00	.15	8.00	50.00
Elvira	.10	5.00	35.00	.15	8.00	50.00
Moore's Diamond	.10	5.00	35.00	.15	8.00	50.00
Niagara	.10	5.00	35.00	.15	8.00	50.00
Pocklington	.10	5.00	35.00	.15	8.00	50.00

Black Grapes

Brown's Early	.10	7.50	50.00	.15	15.00	125.00
Barry	.10	6.00	35.00	.15	8.00	50.00
Campbell's Early	.10	6.00	35.00	.15	8.00	50.00
Clinton	.10	5.00	25.00	.15	8.00	50.00
Cottage	.10	5.00	25.00	.15	8.00	50.00
Champion	.10	4.00	25.00	.15	5.00	35.00
Concord	.10	4.00	25.00	.15	5.00	35.00
Early Ohio	.15	10.00	75.00	.20	15.00	125.00
Early Victor	.10	5.00	35.00	.15	8.00	50.00
Hartford	.10	5.00	40.00	.15	10.00	75.00
Herbert, Rog. 44	.15	10.00	65.00	.20	15.00	100.00
Isabella	.10	5.00	40.00	.15	8.00	50.00
Moore's Early	.10	5.00	35.00	.15	8.00	50.00
Telegraph	.10	5.00	35.00	.15	8.00	50.00
Worden	.10	5.00	35.00	.15	8.00	50.00

Amber Grapes

Agawam	.10	6.00	35.00	.15	8.00	50.00

Green Grapes

Eaton	.25	15.00		.30	25.00	
Eumelan	.15	10.00	75.00	.20	15.00	100.00
Green's Early	.10	5.00	35.00	.15	10.00	75.00
Green Mount	.25	15.00	100.00	.25	15.00	100.00
Geneva	.10	8.00	65.00	.25	15.00	100.00
Lindley	.10	8.00	50.00	.15	15.00	100.00

White Grape Currants.

Currants

	25	50	100	1000
BLACK CURRANTS.				
Black Naples. 2-year, No. 1	$2.00	$4.00	$7.50	$60.00
Lee's Prolific. 2-year, No. 1	2.00	4.00	7.50	60.00
Champion. No. 1	2.00	4.00	7.50	60.00
RED CURRANTS.				
Fay's Prolific. 2-year, No. 1	2.00	4.00	7.50	50.00
Wilder. 2-year, No. 1	2.00	4.00	7.50	50.00
Cherry. 2-year, No. 1	1.50	3.00	5.00	50.00
Victoria. 2-year, No. 1	2.00	4.00	7.50	50.00
London Market. 2-year, No. 1	2.00	4.00	7.50	50.00
Red Cross. 2-year, No. 1	2.00	4.00	7.50	50.00
Pomona. 2-year, No. 1	2.00	4.00	7.50	50.00
Perfection. 2-year, No. 1	4.00	8.00	15.00	100.00
WHITE CURRANTS.				
White Grape. 2-year, No. 1	2.00	4.00	7.50	60.00
White Dutch. 2-year, No. 1	2.00	4.00	7.50	60.00

Gooseberries

Downing. 2-year, No. 1	3.00	6.00	10.00	75.00
Houghton. 2-year, No. 1	2.75	5.50	9.00	70.00
Pearl. 2-year, No. 1	3.00	6.00	10.00	75.00
Industry. 2-year, No. 1	3.75	7.50	14.00	100.00
Crown Bob. 2-year, No. 1	3.75	7.50	14.00	100.00

OUR HARDY PLANTS CARRY ACROSS THE COUNTRY EVEN IN JUNE, AND EVERY PLANT GROWS.

Tower City, N. D., July 20.

Mr. E. W. Townsend,
Salisbury, Md.

Dear Sir—Possibly you will be interested to hear in regard to the everbearing strawberry plants that you sent me last month. The plants arrived on the 11th of June in fine condition.

The remarkable part is that they are all in blossom, and some of the plants have fruit already. Considering the fact that the plants were shipped so far and so late in the season, and then being on the road ten days, it is really remarkable.

This is indeed quite a compliment to you. Demonstrating we think that you have fine hardy plants. It is possible that we shall wish quite a few plants next season, and shall certainly keep you in mind.

Yours very truly, E. E. M.

Betterdorf, Iowa, April 25.

Dear Mr. Townsend—I received another shipment of 10,000 plants today, and they are sure fine plants—have set all ready over ten thousand of your plants this year and have not lost a plant, that sure is sending out good plants. I shall always get my plants from Townsend in the future as they are far ahead of any plants I have ever seen, and we cannot dig them as cheap as you are selling us these nice plants for. The only thing I regret now is that I did not hear about your Thoroughbred plants ten years ago.

Wish best wishes I am,

H. R. C.

Lakeland, Fla.

Mr. E. W. Townsend,

Dear Sir—I received the strawberry plants O. K. Strictly fine; fine count; I am well pleased. Looking well in the patch. T. S. STROM.

Manatee County, Fla.

Mr. E. W. Townsend,
Salisbury, Md.

Dear Sir—I am writing you, as I believe that I ought to tell you how your plants are beating other nurserymen's plants here in this section, as you know many of the growers buy their plants from you and have done so for years. But some still buy from North Carolina, and some from Illinois. I think that all will go to you after this year's trial. In every case your plants have stood the drought—the worst one we have ever had. I have not lost a plant, and every other grower here that used Townsend's plants has done well, and have pretty patches. The other fellows that bought elsewhere have nothing, and have plowed up the patches they set. In my six years' dealing with you I have always got good plants and have always had good crops, and expect to buy and recommend you as long as you and I are in the business. Wishing you the success that you merit and a long and prosperous life, I am your customer,

W. H. SEALLY.

Chester County, Pa.

Mr. E. W. Townsend,

Dear Sir—You need not return money for the substitution in plants. They are O. K. and perfectly satisfactory. Whenever I want plants I will send to you for them. I was always well pleased with your plants.

Very respectfully,
D. L. HUNSBERGER

Rockford, Ill., May 1

Dear Mr. Townsend—The shipment of strawberry plants received in good order, they are a nice lot of plants—healthy and thrifty, and I am certainly well pleased. Accept my sincere thanks for all extras and the fine plants and fine count, best treatment I ever received. I shall remember you with my next order.

Respectfully,
C. O. M.

The Ladies' Corner

Assortment of Dahlias.

It is a positive fact that the women folks of this country have had much to do with the great awakening that has been going on in horticultural lines. This has led me to devote a corner in our book especially for them. The farm press of the country has been doing much good in this education, and it is the women folks that are doing the reading, and thus becoming better educated along the horticultural lines. Not particularly the farmers' wives and daughters, but the city folks as well, especially those in suburban sections, with a small plot of land are greatly improving their premises with fine gardens of small fruits, vegetables, and flowers. Not only is this true of one section but a remarkable change can be noticed in all sections of the country. In a day's run hundreds of ladies and children may be seen working in these beautiful gardens. The work is a recreation for their muscles, brings joy and happiness to their minds, is pleasing to the eye, as well as profitable to the body. There never was a greater contrast than to see a weedy corner, transformed into a clean and pretty garden. I may not be able to help very much along this line, but one thing I can do, and that is thank them with all my heart for this good and great work they are doing.

Home Garden a Great Saving—In these times of high prices, home gardening is just as profitable as it is a pleasure, dollar after dollar is being saved by the housewife in the living expenses. A well planted and arranged garden is many times worth several hundred dollars a year to a single family. Not only a saving for the home, but many women are making their pin money for themselves.

Independence is the greatest thought in this work. Makes the home independent, makes the wives and children independent. Each individual of the family feels this independence by seeing their homes being beautified by each individual taking a helping hand in the work that is becoming so pleasing to the eye. I do not expect to see a falling off in this work, but expect much greater things yet to come.

The writer feels proud of the fact that he has helped to start a number of those beautiful changes that have taken place in all parts of the country. It has been my pleasure not only to help individuals, but to help a great many schools to get the spirit, filling the young mind with the thought while at school, causing them to carry the idea home to the mother, mother talking it over with father about the imaginary garden, until such a thing becomes a reality. We have helped in this way by not only getting the idea started, but have supplied most of the necessary wants in those communities, selecting the plants, shrubbery, seeds, etc. In one community over fifty garden selections were furnished by us and sent to the homes of the boys and girls at a very small profit if any to ourselves. We are again prepared to offer our services to any community who has the spirit to beautify their homes and grow the profitable fruit and flower gardens. We again thank the ladies of our country for their very great part in this work, and hope that we may be able to give them the help that is at our command.

A Few Letters From the Ladies

A LETTER FROM MRS. RAND, OF WESTMORLAND COUNTY, VIRGINIA.

My Dear Sir—I am in receipt of your literature and am greatly interested in what you are doing in educating the women in culture of strawberries and home gardens. I have been in this work for over 25 years. It is a great work. You are on the right road, and I predict that in a short time if you can get the women, not afraid of bugs, and worms, or spoiling their white hands, you will have to greatly increase your acreage to supply their wants.

I hope to be able to send you a letter for your Ladies' Corner later, and wish you all the success possible.

The letter follows—advice from one woman to another.

At the present moment the press overflows with advice to us women to economize, and dispense with all luxuries, in view of the high cost of living. But let us get busy, and go them one better; for every woman with even a tiny plot of ground at her command if only a city backyard can, with little work and at very small expense, furnish the family for most of the year with God's best fruit—the strawberry. These may be had fresh from the vines for over four months in the year and enough put up in cans in the way of preserves, jellies, etc., to last the year round. The most healthful of all fruits grown. I have worked with the berries for over thirty years. They are simple to grow. My last experience was with the everbearing varieties, and find them the best of all. Take my advice, now ladies, and not let another season pass without having your own berry garden. You can not only save much for your family, but you can make our own pin money, and oh, the joy in working with them. Nothing will keep the body in better condition than a few hours with the berry garden every day during spring and summer. Write and ask a responsible plant nursery for any information you wish, regarding what you desire to plant. Advise how much space you have for your garden. He will put you right, give all culture directions you will need. Yours faithfully,

HARRIETT LAWRENCE RAND.

Mrs. E. Jewell, of Arkansas, is one of our lady customers who has made more than good in the growing of the everbearing strawberries. This lady started several years ago to order plants from us for home use. She has now quite a plant nursery of her own, and is not making pin money but real money, from her undertakings. Mrs. Jewell has the right spirit and also the push that goes with it to make success. But for lack of space we would publish a very interesting letter from her that appeared in one of our leading horticultural papers a few months ago. What Mrs. Jewell has done many other women can do.

Mrs. C. J. Ryker of Mississippi, is another lover and grower of strawberries, and has found it very profitable. Mrs. Ryker says that it is surprising that every farm wife does not grow enough of this delicious fruit to supply the family wants.

Another letter from a lady customer in Ohio.

I want to tell you of my success in the family strawberry garden. As you know, our space was limited, thirty feet by fifty, in the three years since I started this garden with your help, our family has not been without strawberries. From June 15th, until November we have them fresh every day. After that I have preserved and canned enough to more than serve us until they come again, and have every year sold enough berries and plants to buy all the sugar, jars, etc., needed, and have quite a little saving account of my own for pin money. The row of Dahlias that you suggested down the walk has attracted much attention, and has also proved profitable. We have bought a vacant lot, near by, so I shall have more room another season. I like the work for the pleasure, and find it profitable as well, and hope that if you publish this letter that it may be the means of helping some other woman as I have been helped.

ANNIE WAKE.

Fort Mead, Fla.

The plants bought of you have given us all the berries we could use and have been a source of pleasure to the family. MRS. CUMMINGS.

Logan, Ohio.

Enclosed find order for more plants. The plants received from you last spring are the best I ever saw. Set them out first of May and never lost half dozen out of 1,200, notwithstanding a severe dry season. I picked the last berries November 22nd. Had green and ripe berries all the time from July until then, from the Superb. MRS. J. B. D.

ONE FROM IOWA.

You will be interested to know my success with the King Autumn strawberries. I set 125 plants in April, picked off all blossoms for eight weeks and made first picking about July 15th. After that time we picked regularly every day from two to five quarts and sold besides always saving all we could use. We sold 275 quarts that brought us $96.25. We have grown other varieties of strawberries and find the everbearing you sent us to be easier to grow than the standard sorts. Expect to increase the size of our plot next spring. There is no limit to the demand, and why should there be, for no other fruit on earth equals the everbearing strawberries.

MRS. GRIFFIN.

P. S.—I shall order my plants from you as I think they will do better than the ones I have; besides I do not want to dig my own plants, preferring to keep them to fruit.

BOYS WORK WITHOUT ASKING. FROM OLD VIRGINIA.

Albemarle County, Virginia.

I enclose money order for 500 more Progressives. The ones I bought of you have done splendid, and give us plenty of berries all the time, except a few months in winter. I know that you have sold lots of plants to women here who have seen my bed. Finest berries ever tasted, is what they all say.

The everbearing strawberries have interested my two boys more than any other garden crop. It was always a hard task for them to work in the garden until I got the berries planted, now they go without asking.

MRS. McCUES.

FROM NEW JERSEY.

The strawberry plants which I bought from you last year grew better and produced more fruit than those bought from two other places. In enclose an order for more plants. MRS. ANNA HASBRORICK.

Martinsville, N. Y.

I received the plants all O. K. They were nice and fresh. Made the children laugh to think we were going to raise berries. MRS. WINTER.

SHORT AND SWEET.

From New York State. Plants received and they are fine. This was a 20,000 order. J. GRAPEL.

Dahlias

One corner of our nursery we reserve for the growing of Dahlias. We have over 150 varieties, every color and shade, every variety from the smallets button Dahlia to the largest cactus. We do not sell bulbs labeled, we prefer to thoroughly mix our bulbs when we cellar them in the fall, and in this way every customer is assured of getting a mixture of varieties and colors at the same price.

Price of Dahlia Bulbs.

6 bulbs	$0.50
12 bulbs	1.00
25 bulbs	1.75
50 bulbs	3.50
100 bulbs	7.00

If whole clumps are wanted they are 50c each, any amount a clump has, from six to twelve bulbs.

Dahlia Seed

Not very many Dahlia growers know that the finest Dahlias can be grown from the seed, planted as early in the spring as the ground can be worked and it becomes warm.

When Dahlias are grown from the seed there is no end to the varieties, colors, and shades. Some of the very prettiest plots and borders are grown every year from the seed. We have a large supply of seed this season put up in the following packages. These seeds are saved from the 150 varieties that we are growing and will be mailed postpaid:

1 package, 200 to 500 seeds	$0.25
3 packages, 200 to 500 seeds	.50
7 packages, 200 to 500 seeds	1.00

Choice Asters

We have an assortment of Asters of about twenty varieties and colors, in packages same price as Dahlia seed. Next to the Dahlia, the Asters rank in popularity, as the longest blooming border flowers grown.

Mixed Garden Selection

One of our offerings that has proved a source of pleasure and profit.

25 red everbearing raspberry plants to set down the line of the garden fence, or on the outside of the plot in the garden	$1.00
10 assorted grape vines, red, white, blue and black (grape bower)	1.00
25 dewberry plants grown on outer edge of plot, tied to stakes	1.00
200 everbearing strawberry plants in rows the length of the garden	2.50
12 assorted Dahlia clumps, mixed colors, down walk way	1.00
	$6.50

This makes an ideal small fruit garden for the average family, and does not take up much space. This collection cannot be shipped by parcel post to good advantage. We recommend express as the safest and cheapest way, purchaser to pay charges.

Green Cove Springs, Fla.

Dear Sir—The plants I bought from you last season proved so fine I am sending you another order for your offering "E."

Respectfully yours, MRS. REAOGH.

We Want to Help the Young Folks, Too

I have two boys, one eighteen years, and one ten years old, both interested in strawberry and nursery business. The boy of eighteen has really more knowledge about the strawberry (and is really an expert) than the average grower of forty.

The little fellow of ten has his own berry patch and is a hard worker in it during his vacation. We sometimes tell him that he works his patch so often it does not have time to grow. This little fellow is struck most on the everbearing varieties; he states that they work for him, giving him all the berries he can eat while he is working for them.

We expect in the course of time that many of our customers now will read the catalogues written by these boys.

We assure you that it is our hope that they will, and that they may carry out our plans for honesty and a square deal to every one, and hand it down to their generation without a blot.

We shall ever be ready to help that boy of yours in any way to get a start in fruit growing. Write us, boys, we can put you in harness this season and have you feel as big as anyone in a short time.

Note—Boys and Girls, write us for special quotations on orders for 1,000 or more. It is very often the case that late in the season we have a large surplus on some varieties and these may be just what you want. In this case we could make you a reduction that you would probably appreciate enough to make the start.

Our Gold Prize Offer

We again renew our Gold Prize Offer to boys and girls under 18 years of age. At time this catalog went to press we were unable to report the reward, as we give our boys and girls until November 1st to send in their reports and this book goes to press October 1st.

Some boy or girl has won the prize. We do not know who, but the winner gets the prize whoever he or she is, and I tell you boys you have got to get busy and do some work or you will find the girls carrying off most of the prizes.

We are changing our list of varieties this season and adding some more new standard varieties to the list, as we believe from the letters received the past season this will be more satisfactory to the boys and girls. Here is the list.

100 Progressive (everbearer).
100 King (autumn) (everbearer).
100 Dr. Burrill.
100 Dunlap.
100 Townsend's Late.
100 Missionary.

The special price for this club collection is $7.00 prepaid to any boy or girl in the United States. The rewards are to be awarded under the following terms.

The plants are to be set out and grown under our method of hill culture, set in rows 30 inches apart, plants set 15 inches apart in the rows, with all runners kept off the mother plants.

For the highest number of quarts picked from the everbearing plants during season 1918 we will award a prize of $10.00. For the one who grows the most quarts of standard and everbearing together in spring 1919, we will award a second $10.00 and for the best photograph received showing the boy or girl who grew the crop we will award a third prize of $5.00. First report to be made by November 15th, 1918; second not later than September 1st, 1919. We wish the contestants to make a careful and true report of the amount of berries picked each time and send in to us as the report.

Remember boys, that this offer is made to help you and not ourselves and we want you to do your level best. And remember girls, that you are no slackers, and must show your woman suffrage ability, and get some of those prizes. We must have a good photograph with every report received.

Next year we are going to offer **100 Lucky Strike** plants to this club, and give a prize of $1,000.00 to the winner of first prize, $500 to the second, $250 to the third. We are telling you this advance information so you can get your land ready, and get your growing methods down pat. There will always be something doing in this club. We now have a membership of over 100, and we are still growing. We expect to get out a special in January telling about this 1917 reward, who the winners are, etc. Be on the watch out for it.

Remember that all club orders should be in by April 1st if possible. Later orders may have to take some other varieties than those we have selected. We hope the boys and girls who enter this club will continue to send in names of fruit growers.

Do Your Neighbor a Kindness

Townsend's Catalog, while never as large as some growers send out, is read every season and then filed for future reference by the leading berry growers of the world. It is in demand by the leading horticultural societies. The agricultural experiment stations apply for two copies at least every year. It is intended that this book shall contain nothing but facts, and to meet the need of every berry grower. Your neighbors would appreciate a copy if they are not already receiving same. It might be the means of starting them on the road to success, as it certainly has many a poor fellow. If you will send the names of your neighbors to me I will do the rest. A little deed of kindness, be it ever so little, has helped many a man to reach the goal. I thank you for your order, also the names of your friends.

FINEST PLANTS HE EVER SAW.

Wind Gap, Pa.

Dear Sir—Your catalogue received today. Just what I have been looking for, and I want to say that the plants I purchased from you in 1914, were the finest plants I or anyone else in this section ever saw, and were the heaviest bearers. We want more plants this season. Very truly yours, G. R. A.

Pleasant Lake, Mass., April 27, 1916.

E. W. T., Dear Sir—The strawberry plants arrived on the 15th in good condition. I thank you for your promptness, good count and excellent plants.

Respectfully,
C. P. M.

Fort Meade, Fla.

Enclosed find money order for plants. I have been buying my plants from a Northern nursery until I heard of you and saw your plants at a neighbor's, Mrs. Cummings. They are simply immense. Thrifty and vigorous, and not like the little Northern grown plants I have been getting. MRS. SHOWER.

Little Port, Iowa.

Plants received. Finest plants I ever saw. Opened them and found to my astonishment many more than I had ordered. Some bundles marked 25, had thirty plants, and every one a good plant. I thank you very much for prompt shipment, good plants and a liberal count. E. E. Mc.

Townsend's Own Selections

I have been making these selections for my customers for years, and if I have ever failed to select the proper varieties in any instance, or failed in any way to satisfy the customer, I have yet to hear. Many plant growers do not make these offers, and, in fact, they could not do it to any degree of certainty, as it takes a great deal of time and years of experimenting to know just what varieties will suit each locality.

One of these Garden collections pays its cost several times over the first season planted, and within a very few months after being planted, as we do not fail to include everbearing varieties in all the Garden selections. In ordering any of these Garden selections always order by number.

We are making these selections this year as small as 100 plants. We are doing this as we found the past season that many of our city folks wanted our selections, but did not have the space. Now 100 plants can be set in a very small corner of the garden or yard. Nothing that could be used in a small space would look prettier growing than strawberries. It makes both a flower garden and a fruit garden at the same time. Over five hundred lady customers bought these Garden selections the past season.

Remember that I make every selection myself (personally).

Small Garden Selection No. 1.—Composed of 100 plants, 25 each of two best everbearing, 25 best early, and 25 World's Wonder. Delivered postpaid, anywhere for $1.50.

Garden Selection No. 2.—200 plants, 50 each of four best family varieties, early to late. This selection includes 100 best everbearing. Delivered postpaid anywhere for $2.50.

Garden Selection No. 3.—300 plants, 50 each of five choice standard varieties, and 50 best everbearing. This collection ranges from the very earliest to latest. Sent prepaid anywhere for $3.00.

Garden Selection No. 4.—400 plants, 100 best early, 100 best medium, and 100 best late, and 100 best everbearing, a most excellent selection, sent prepaid anywhere, either by parcel post or express for $4.00.

Garden Selection No. 5.—500 plants, composed of five varieties, from Early to Late, including 100 World's Wonder and 100 best everbearing. Sent prepaid for $5.00.

Garden Selection No. 6.—400 plants, all everbearing. In all sections where we think it advisable we will send four varieties, but where we know that only certain varieties of the everbearing do well we send only these that we know are good, all sent prepaid to any town in the United States for $5.00.

Market Garden Selection No. 7.—1,000 plants, 250 best and largest extra early, 250 best and largest medium, 250 best everbearing, 250 World's Wonder, sent prepaid anywhere in the United States for $7.50.

Market Garden Selection No. 8.—2,000 very best early to late standard varieties, 500 plants of four varieties, each express paid anywhere in the United States for $8.00.

Market Garden Selection No. 9.—3,000 plants very best for local markets from earliest, to latest, including 500 very best everbearing. Nothing but choice varieties suited to your own conditions will be included, plants shipped by express; purchaser to pay. Special price, $10.00.

Special Collection No. 10.—For commercial growers, 5,000 plants as follows: 2,000 Dr. Burrill, 2,000 Senator Dunlap, 1,000 Matthews. Regular price, $18.00; our special price, $15.00, by express, purchaser to pay charges.

Mixed Collection for Home Use.—25 red raspberry, 25 dewberry, 25 blackberry, 10 grape vines assorted all colors, 10 red currants, 10 white currants, 10 gooseberry, 50 asparagus roots, 10 rhubarb—value $10.00. We will ship you all the lot specially prepared for your section, very best varieties our own selection, for only $7.50; purchaser to pay express.

Special.—We have connections with one of the largest grape vine growers in the country, and will be pleased to quote our customers on any quantity they may desire. We guarantee to please you both in quality, and in price. Let us quote you on your plantings. Over fifty varieties to select from, both in one and two years old stock.

Special Trial Order Selection of Everbearing Plants

25	Progressive	$ 0.50
25	Superb	.50
25	Ideal	1.25
25	Peerless	1.25
25	Arizona	2.00
25	Americus	1.25
25	Francis	2.00
25	King, autumn	3.00
1	Lucky Strike	1.00
		$12.75

Our special price by parcel post, prepaid, $10.00.

Montgomery County, Pa., April 17th

E. W. Townsend, Salisbury, Md.

Dear Sir—I am enclosing you another order for plants, etc. The home garden collection received from you last year was far above my expectations. Everything came O. K. and every plant lived and is now growing. I expect to have the finest garden in our community in a short while. This order is for my neighbor. He wants a duplicate of my 1916 order. Wishing you much success, I am yours very truly. W. M. B.

A LETTER FROM TEXAS SAYS BERRY CROP THE BEST MONEY CROP.

Big Wells, Texas, November 30.

Dear Sir—The berry growers here have just finished planting the 4,000,000 strawberry plants and all are looking fine. This planting will make the acreage about 150 acres here. Our season opens about February 20th, to March 1st. Our crops here the past season paid a net profit of over $200 per acre, far better than any other farm crop. With very best wishes for your success, and hoping to be able to do a much larger business with you the coming season, I am,

Yours very truly, E. H. A., Director

Mr. Townsend. Fort Smith, Ark.

Dear Sir—I received your plants. They were the best I ever saw. They were packed so nice, but I didn't order enough plants, so I want a few more. I will be glad if you will put in the premium plants that you give to new customers. My order number was 4,605. Thank you for that order. J. W. MASSEY

E. W. Townsend, Polk County, Fla.

Salisbury, Md.

Dear Sir—Your plants are entirely satisfactory here. Best plants that come in this section.

Yours truly, C. H. CHESTNUT

Some Don'ts

Don't fail to get one of our Garden selections.

Don't buy everbearing plants that have fruited all last summer.

Don't fail to grow your everbearing plants under the hill system.

Don't expect to get $100 from a hundred everbearing plants the first year. But expect to get your money back several times.

Don't expect to buy plants too cheap. But don't pay $6.00 per 1,000 for Senator Dunlap, Klondyke, etc. We sell the best plants that grow for half that price.

Don't pay $10 to $15 per thousand for everbearing plants when you can buy Townsend's Guarantee as good as grow for $7.50.

Don't stick to anyone until they get your last dollar. Better change.

Don't pay to use common plants and seed even though they are given you.

Don't forget Townsend sells the **best plants** at a fair price and gives you a guarantee that **guarantees.**

Don't wait until April or May to send in your order and then find fault with your Nurseryman for not being able to send you what you order.

Don't forget that while our stock is now over forty million plants that we may run short on many varieties before the season is over.

Don't be the last moment buyer. But write us your wants now while we have plenty of time to help you select the varieties that will suit your particular soil and location, and be able to fill your order with the proper plants.

Don't miss this—300 selected everbearing plants delivered for $3.00.

Don't forget we have the finest lot of customers in the world. And they are every one our friends.

Don't fail to send us a trial order this season if you have not used our plants before. If only for one hundred plants, this will put your name on our books and will be a guarantee to you in the future. You will then know where to buy the best plants at the right place.

Special—100 Matthews, 100 Kellogg Premier, 100 Dr. Burrill, 100 Magic Gem, 100 Progressive and 100 Superb, all for $5.00. And we will give our check for $5.00 for the best photograph of this garden patch to reach us not later than September 15th, 1918, and will pay $2.00 for every photograph sent us that we can use, showing our plants growing in your own field or garden.

Don't forget that while you may live in Maine or the Dakotas, or even in Alaska, that we can fill your order just as well as the most Northern nursery. Read letters from our Northern friends. We can ship the plants first of May, you can heel them in a V-shaped trench and they will keep for months, and you can set out the plants at your leisure. We follow this method here in our Nursery. When we want to make a late setting we dig our plants early and trench them in and we never fail to get them to live.

Don't fail to ask us to make a selection of plants for you if you are not experienced in the business. This is our business and we can please you probably better than you can yourselves.

Don't fail to have strawberries growing in your garden.

Don't fail to let the boy or girl join the Club.

Don't please forget to send us a photograph of your berry field this summer.

Don't forget to write your name and address plain every time you write us, also give R. R. No., or street address—**this help us** and causes you to get your plants or mail delivered quick.

Many Reasons Why Our Business Grows

A Few Extracts From Letters of Our Appreciative Customers.

Athol, Mass., Jan. 26.

Please send your catalogue every year without asking. Plants we have been getting from you are very, very fine. C. S. P.

Alyne, Ind., Jan. 28.

Mr. E. W. Townsend,

Dear Sir—I am writing to ask you to be sure to reserve me 500 Progressive everbearing plants. Some of my neighbors want to send in their order with mine and they are not quite ready. There has been so much trickery with the everbearing strawberries, that lots of folks think they are no good. I tell them you have the real thing and can show them. The plants I bought of you in 1913 produced at the rate of over $500 per acre the second crop 1915. Will send my order soon.

Very truly yours,
H. E. S.

PLANTS SHIPPED IN JUNE—THEN DELAYED A WEEK—RECEIVED IN GOOD CONDITION.

Kent County, R. I., June 10th.

The strawberry plants which you so kindly sent me arrived in splendid condition, although they were delayed a week. You advised me that it was too late in season to ship me any plants but that you would do your very best. You certainly are experts in packing and grow fine plants. Now I shall do my best to make them a success. As ever yours for business,

E. P. RATHBUN.

Allegany County, N. Y.

E. W. Townsend,
Salisbury, Md.

I received my order of plants yesterday in good condition and was very much pleased with them.

Yours truly,
C. A. BELLANY.

Hanover, Pa., April 21, 1916.

E. W. T., Dear Sir—Received my plants in fine condition on the 19th, all fine plants. If I need any more plants I know where to send, your plants have the finest root system I have ever seen on plants.

I remain yours truly, E. J. W.

Decatur, Tenn., February 10, 1916.

Mr. E. W. T., Dear Sir—In regard to those plants I have been buying from you, will say without hesitation they were the finest plants I ever bought, and bore the finest fruit I ever saw. If you will remember I have bought of you twice, both lots were fine and just the same. I want to say that you are the Honest nurseryman that you claim to be; and have my very best wishes. I shall always recommend you to my neighbors and friends when I have a chance.

Yours truly,
Mr. R. T. S.

Sussex County, Del.

E. W. Townsend,

Dear Sir—I want to tell you about the plants I bought of you two years ago. When I took the Townsend Late to the station it caused a sensation. People went wild. The buyer was John Vandenburg. He said it was the prettiest berry he ever saw. People came to my patch by the car load (automobile), to see them on the vines. If you have sold plants to all that said they were going to buy of you, you have sold thousands around here. It was the very best advertisement Townsend Late could have had. JOHN A. HANDLY.

Jersey City, N. J., April 20, 1916.

Dear Sir—Plants all arrived in fine shape and am more than pleased.

I remain yours truly, H. R.

The Selection of Your Plants and Seed

The Best Plants Brings the Best Returns.

This is the first thought with me. I want to know that the seed I am going to plant is as good as can be grown, no matter what the cost. I count the price of good seed a second consideration. The same applies to all kinds of plants and nursery stock. The cost of production being the same whether we get 2,000 quarts of strawberries per acre or whether we get 10,000, the few dollars spent in the way of better seeds or plants in the beginning is soon lost sight of in the big yields and big profits in the end.

Why Certain Varieties Are Running Down.

In regard to strawberries, I am asked this question many times during the year: "Can you tell me why certain varieties are running down?; why they do not bear the crops they formerly did?" This is a very easy question for one to answer if he has given a little thought and has been a close friend of his berry patch. Here is the answer: When strawberry plants fail to fruit it indicates that they have become weakened through careless breeding and improper selection of the breeding bed. Runner plants always inherit the characteristics of the mother plant, therefore plants that come from unfruitful plants will be unfruitful. If a plant becomes so weakened that it no longer sends up a fruit, but system, its energies will be thrown to the multiplication of barren plants, and as these barren plants make a great many more runners than the fruitful plants, they soon have a monopoly. And plants taken from these beds year after year, without any selection whatever, it is but a natural consequence that the variety must sooner or later run out, as it is called. Labor and money spent in the growing of those kinds of patches is but thrown away.

The Way to Breed Better Plants.

On the other hand, if a grower is particular enough in the selection of his plants he can always improve any variety instead of letting it run down. Here is the method I use in order to build up better and more fruitful strains of plants: I have a special plot each season that I use to grow my stock plants. I never set out the plants in this plot until the plants in the old breeding bed have made sufficient growth so that I can easily select my best plants, always sure to get nothing for this plot but what have a good strong fruit bud, selecting the heaviest crowns and always the plants nearest the mother plant. By this means I know personally that every plant is a fruitful plant. This method is carried on from year to year and is proving very successful for me. I am not only keeping my plants up to the standard but I can see a marked improvement in the most of the varieties in a few years' breeding up of this kind. I find by this method of breeding that the higher breed the plant is the fewer runners it will make, as a large part of the growth is spent in building up a crown of fruit buds instead of making runners freely, as is done in the wild berry or the variety that has almost become wild or barren through carelessness.

Be Sure You Get Plants That Will Grow.

We want to say to our prospective customers, before closing this catalog, **don't** buy your plants and seed just because the price is cheap. But know the reputation of the man that you place your order with. The **best** plants are cheapest at any price. We can furnish you with the addresses of customers that make stronger claims for our plants than we do. If you are not our customer, start now. No one can give you more value for $1.00 than Townsend. And remember our Free Services are yours for the asking.

A Comparison of Townsend's With Common Ordinary Varieties That Are Sent Out Broadcast Every Year.

Mr. Suggs, of Columbus County, N. C., writes after giving our Thoroughbreds a fair trial under the same conditions exactly same variety tested, that our selected plants produced over four times as much fruit as the common grade of plants did, and not only this but that the berries grown from our Thoroughbreds were of far better quality, and brought a much higher price. Klondyke was the variety tested. We have received the same reports from almost every section of the Country.

Oysterville, Mass.

Dear Mr. Townsend,
Strawberry plants arrived O. K.; very satisfactory. Thanks for prompt shipment.

Respectfully, W. L. L.

Bettendorf, Iowa, April 20, 1916.

Dear Sir—Enclosed find money order for more plants. I thought that I would set balance of my own plants but your stock is so much better than mine that I have decided to get them all from Townsend. All the plants bought from you are doing fine. I will bet you a new hat that you get lots of orders from here next season. My neighbors are all interested. Some of them are going to send orders right away.

I remain yours truly, H. R. C.

Oxford, Pa., April 20, 1916.

Dear Sir—I was very much pleased with my plants you sent me. W. M. B.

Woodbury, N. J., April 4, 1916.

Dear Sir—Received all the berry plants and every plant is O. K. Thanks. Mr. E. J. L.

Wilmington, Del., April 15, 1916.

Plants reached me and everything is O. K., am very well pleased. J. T. R.

Our Guarantee

That our plants are the equal of plants grown anywhere. That they are bred from the purest strains, and that they are fully selected at time of digging. That our packing is perfect, and that every box of plants will be delivered to the carrier in the best possible condition. Owing to the war risk the express companies will not be responsible for deliveries to us. We can not be any stronger than the carriers—thus our responsibility must cease when we deliver in best of condition to the carrier.

We shall continue to do everything possible to have our plants reach you in the best growing condition, and to make good any errors that happen on our part. Your success means our success.

Remember that TOWNSEND'S plants are the leaders everywhere and that our regular customers are our best advertisers.

Price List of Strawberry Plants

Purchaser to Pay Transportation Charges

Everbearing Varieties.

Page		Per 1000
3	**Progressive**, per.	$7.50
4	**Peerless**, per.	15.00
5	**Ideal**, per.	15.00
5	**King**, Autumn	15.00
6	**Americus**, per.	15.00
6	**Francis**, per.	15.00
6	**Superb**, per.	7.50
4	**Arizona**, per.	15.00

2nd Cover Page — **Lucky Strike**, $1.00 each; no more than 25 plants sold to any one person.

Extra Early Varieties.

Page		Per 1000
7	**Matthews**, per.	$4.00
9	**Premier** (Kellogg's), per.	4.00
7	**Uncle Sam**, per.	5.00
10	**Early Ozark**, per.	4.00
9	**Missionary**, per.	3.00
10	**Campbell's Early**, per.	4.00
10	**Michel's Early**	4.00
	Excelsior, per.	4.00
10	**Climax**, per.	4.00

Early Standard Varieties.

Page		Per 1000
8	**Dr. Burrill**, per.	$4.00
10	**Early Jersey Giant**, per.	5.00
10	**Lady Corneillie**, per.	3.50
11	**Twillie**, per.	4.00
11	**Early Woodrow**, per.	4.00
	4th Cover Page—**Klondyke**, per.	3.50
12	**Senator Dunlap**	3.00
11	**Success**	3.50
11	**Billy Sunday**	4.00
10	**Pride of Somerset**	4.00

Mid-Season Standard Varieties.

Page		Per 1000
11	**Magic Gem**, per.	$5.00
11	**Big Valley**, per.	5.00
11	**Marshall**, per.	$6.00
11	**Parson's Beauty**, per.	3.50
12	**New York**, per.	4.00
12	**Heritage**, per.	4.00
12	**Paul Jones**, imp.	5.00
13	**Haverland**, imp.	4.00
13	**Warfield**, imp.	3.00
13	**Wolverton**, per.	4.00
14	**Bederwood**, per.	4.00

Mid-Season to Late Standard Varieties.

Page		Per 1000
13	**Rewastico**, per.	$4.00
13	**Warren**, per.	5.00
13	**Glen Mary**, per.	4.00
13	**Ekey**, per.	4.00
13	**Chester**, per.	5.00
14	**Big Joe** (Joe Johnson), per.	4.00
14	**Wm. Belt**, per.	4.00
17	**Baltimore**, per.	5.00
14	**Barkley**, per.	4.00
15	**Norwood**, per.	6.00
15	**Bubach**, imp.	4.00
17	**Sherman**, per.	5.00

Late Varieties.

Page		Per 1000
15	**Ford**, per.	$5.00
15	**Townsend's Late**, per.	4.00
15	**Steven's Late**, per.	4.00
16	**Aroma**, per.	3.50
15	**Chesapeake**, per.	5.00
16	**World's Wonder**, per.	10.00
18	**Fendall**, imp.	4.00
18	**Brandywine**, per.	3.50
18	**Nic Ohmer**, per.	4.00
17	**Sample**, imp.	3.50
16	**Kellogg's Prize**, imp.	4.00
18	**Late Jersey Giant**, per.	4.00
18	**Mascot**, per.	3.50
18	**Gandy**, per.	3.00

Varieties priced at $3.00 per 1000, will be sold in lesser quantities as follows:

25 plants	$0.25
50 plants	.40
75 plants	.50
100 plants	.60
200 plants	.90
300 plants	1.20
500 plants	1.50
5000 plants	12.50

Varieties priced at $3.50 per 1000, will be sold in lesser quantities as follows:

25 plants	$0.30
50 plants	.45
75 plants	.60
100 plants	.70
200 plants	1.05
300 plants	1.40
500 plants	1.75
5000 plants	15.00

Varieties priced at $4.00 per 1000, will be sold in lesser quantities as follows:

25 plants	$0.30
50 plants	.50
75 plants	.60
100 plants	.75
200 plants	1.20
300 plants	1.60
500 plants	2.00
5000 plants	17.50

Varieties priced at $5.00 per 1000, will be sold in lesser quantities as follows:

25 plants	$0.35
50 plants	.55
75 plants	.75
100 plants	.90
200 plants	1.50
300 plants	2.00
500 plants	2.50
5000 plants	20.00

Varieties priced at $7.50 per 1000, will be sold in lesser quantities as follows:

25 plants	$0.50
50 plants	.75
75 plants	1.00
100 plants	1.20
200 plants	2.00
300 plants	2.75
500 plants	3.75
5000 plants	30.00

Varieties priced at $10.00 per 1000, will be sold in lesser quantities as follows:

25 plants	$0.70
50 plants	1.05
75 plants	1.40
100 plants	1.70
200 plants	2.70
300 plants	3.70
500 plants	5.00
5000 plants	40.00

Ask for special prices on larger lots—also late in season we may have a surplus of some varieties that we can afford to cut prices on. Please do not ask for smaller lots than 25 plants unless on the **Lucky Strike**.

Millions of Plants by Parcel Post

We have prepared a special patented Carton for the shipment of plants by parcel post. On all orders from 25 plants up to 300 plants it is the cheapest way of ordering plants shipped. Our plants average when packed in good damp moss about four pounds to the hundred plants. And we have made a flat rate on parcel post shipments as follows—this rate includes insurance on the order reaching you.

Zones 1 and 2	8 cents per 100 plants
Zone 3	15 cents per 100 plants
Zone 4	20 cents per 100 plants
Zone 5	25 cents per 100 plants
Zone 6	30 cents per 100 plants
Zone 7	35 cents per 100 plants
Zone 8	40 cents per 100 plants

Raspberry, blackberry, grape vines, currants, gooseberry, etc., weigh four times as much as strawberry plants and postage must be added accordingly, if they are to go by parcel post.

PLEASE USE THIS ORDER SHEET

E. W. TOWNSEND, Strawberry Specialist

SALISBURY, MARYLAND

PLEASE FORWARD TO

Name ..... R. D. No. .....

Postoffice ..... P. O. Box .....

County ..... Street .....

State ..... Freight Station .....

Express Office .....

Ship by ..... On or About ..... 191 .....
(State here how to forward)

Date of Order ..... 191 .....

PLEASE WRITE NAME AND ADDRESS PLAINLY, and fill all blanks perfectly. Always state how goods shall be sent, attach price to each article, and add up accurately. Make all letters short and to the point, and please do not write letters on the same sheet with the order.

QUANTITY	NAME OF VARIETY	PRICE
	TOTAL	

Early in the season I usually have in stock everything listed in this catalog, but late in the season I frequently run out of some of the varieties; therefore, when you order late, please state whether I shall substitute something equally good and as near the variety ordered as possible or return your money for stock that I may be out of. Answer [ ]

PLEASE USE THIS ORDER SHEET

QUANTITY	NAME OF VARIETY	PRICE	
	TOTAL		

TRUE TO NAME—While I use every precaution to have all plants, etc., true to name (I believe we come as near doing this as anyone in the business), I will not be responsible for any sum greater than the cost of the stock should any prove otherwise than as represented.

Please write the names and addresses of any acquaintances or friends who might be interested in, or buyers of, strawberry or other small-fruit plants.

Instructions to Purchasers

Time to Order—As soon as convenient, after receiving the catalog. By ordering plants early it makes you more certain of getting the exact varieties that you desire. There are always many varieties that are sold out late in season. We book the orders as they come in by numbers, and of course the early orders have the preference. It will not be necessary to send all money with the order when you order early. One-half the amount will hold the order and balance may be sent when plants are wanted shipped.

Remit—By money order, registered letter, or New York draft. Postage stamps taken for small amounts. Personal checks should be certified by your banker where parties are unknown to us.

Always Mention Order Number When Writing—When writing us about an order that has been sent us, always mention order number. Always write your name just the same, and give your address, no matter how many letters you may write us. We can always trace your order in a few minutes if you give the number. If you do not we may never be able to find it.

Shipping Season—From October 1st to May 1st is our regular shipping time. We can usually ship plants all winter, except, of course, a few weeks at a time in severe winters. Many of our Northern customers order plants as late as May 15th, and again during latter part of September. We always fill the orders if possible, but do not recommend this season of the year as plants do not carry well either in May or September. We deliver the plants to the transportation company in as good order as possible, and are not responsible to the purchaser for any delays in delivery, or conditions in which plants may arrive in.

Many of our Northern customers order their plants shipped about April 15th. They heel them in until ready to set, thus having the plants on hand just when they want them. They will keep for weeks, heeled in, in good shape, and will outgrow a Northern plant two to one, that is just taken from the ground. See testimonials in book, to back this statement. It is to our interest to please our customers. We cannot afford to advise you wrong. Order early as possible, and get the varieties that you want. Order plants shipped early and have them on hand to plant when the proper day comes.

Packing—We make no extra charge for packing. We use light ventilated boxes, and paper cartons. We have a patented carton this season for shipping plants by mail that is highly recommended by post officials. Plants go very cheap by mail in small lots, and go in perfect condition in our new carton. Plants are tied 25 plants to a bundle, and labeled.

True to Name—While we use every precaution to have all plants true to name (and believe that we come as near doing this as anyone in the business), we will not be responsible for any sum greater than the cost of the stock, should any of the plants prove untrue, as might be the case in handling millions of plants. It is as much to our interest and even more than our customers to have every plant absolutely true to label, and everything that is possible is done to have them prove so.

One Price to All—It is our desire to treat every customer the same. Please read price list over carefully before making out the order, as an error will only delay the order.

We accept your order for as small amount as one dollar. It is not profitable for us to book orders for less than a dollar.

It costs us at least 25c to carry an order through our office, and a fifty cent order would be very unprofitable to us.

Substitution—Late in season we, like all other plant men, are sold out on a number of varieties. Please always state on your order blank if we shall substitute something that we know to be just as good or refund your money, for what stock we cannot fill. While we fill thousands of orders for our customers, they leaving the selection of varieties to us, and seldom fail to please them better than they could themselves, yet there are a few people who order plants that think they know best what they want and it is up to us to please them. It is nothing in our favor to substitute for you if we cannot please you.

This Book Our Only Salesman. If you meet with anyone selling Townsend's Thoroughbred plants ask him to show his credentials. We allow neighbors to make up a club order and distribute our plants, in this way saving themselves money, but we do not employ agents.

Large growers, and associations, everywhere are our representatives. They tell their friends and brother growers about our plants and our square deal to all.

You can do us no greater favor than by telling your friends about our plants. Hand them our catalogue, and drop a postal for another one for your files. As many copies will be mailed you as you can use to good advantage.

E. W. TOWNSEND, Strawberry Specialist

Salisbury, Maryland

A. B. MORSE COMPANY, ST. JOSEPH, MICHIGAN

KLONDYKE—The Popular Strawberry

If there were a vote taken today as to the most popular of the standard varieties—there is no doubt but what the Klondyke would get a very large majority. The Klondyke was originated in the Southland, and for 12 years has steadily gained in popularity until it is the most sought for variety in all the strawberry markets. Its beauty, its carrying qualities, as well as its other good qualities have won a nation-wide reputation. Is one of the hardiest and surest varieties grown. Does well on any soil on which strawberries can be grown. With some it has been given the name of a shy bearer. But when the proper selection of plants is given, like the stock that we sell, we have never had a complaint. We have customers tell us that our Klondyke plants produced four times as many berries as the common grown Klondyke plants did in their section. The fault in the other plants was poor breeding. They had been allowed to run down in fruiting quality.

Our stock of Klondyke will produce 10,000 quarts per acre under our methods, and as fine berries as ever went to market. Season early to mid-season. Don't fail to add some Klondyke to your order.

Price: $3.50 per 1,000, 500 at 1,000 rate, 5,000 plants for $15.00.